

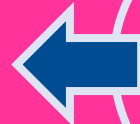
Mercator Course Catalogue

Lectures and seminars taught
in English language



Social and Economic Sciences International Program

[Winter Program](#) – [Summer Program](#)



Please use
navigation
links!

M E R C A T O R
SCHOOL OF MANAGEMENT

International Student and Faculty Exchange | 2018

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Mercator School of Management
www.msm.uni-due.de/isma

Mercator School of Management
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University of Duisburg-Essen
www.uni-due.de

September 2018



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Warm greetings to our Exchange Partners worldwide!

The **Mercator School of Management International Office** is pleased to introduce itself. Our team is in charge of all international matters at Mercator, like managing the faculty's different exchange programs, dealing with agreements, sending Mercator students abroad and hosting visiting students from partner institutions. Connected to more than 50 universities all over the globe, our International Office takes care of around 150 incoming and outgoing students every year. Our primary objective at Mercator is to build prosperous academic relationships with other countries by promoting the ongoing student and faculty exchange!

This brochure provides an overview of Mercator's course offering in English, as well as information about the faculty, the university and the city of Duisburg. Please feel free to contact us for more information on any of these topics. We are looking forward to getting in contact with you soon, and to hosting the students of our global partners!



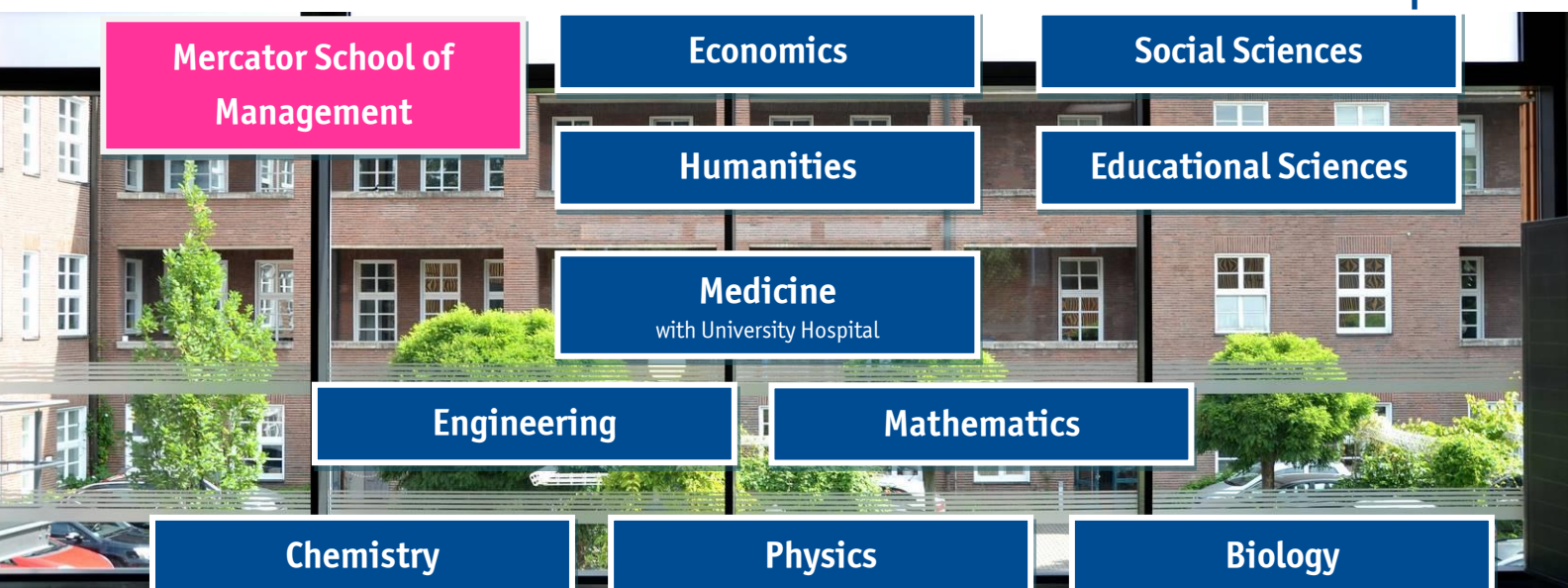
Message from the Rector

"We are one of the youngest universities in Germany and have a fresh way of looking at things. We think in terms of unlimited possibilities instead of possible limitations. Located in the heart of the Ruhr metropolis, we have 11 faculties working to develop ideas with a future. We are strong on research and teaching, embrace diversity, promote academic potential and fight for genuine educational equality."



Univ.-Prof. Dr. Ulrich Radtke

The **University of Duisburg** was first established in the year 1655. In 2003, it merged with its sister university in the neighboring city of Essen, henceforth bearing the name "**University of Duisburg-Essen**". As a result, UDE encompasses two main campuses (one in Duisburg, one in Essen) and is listed among the oldest and youngest universities in Germany at the same time. With around **42,000** enrolled students, UDE ranks among the 10 largest universities in Germany. Half of its student population is female, while 19 percent is made up of internationals. Each year, approximately 12,000 new students begin their studies at UDE. The university currently provides employment for **470** professors, **3500** academic staff and **1600** technical staff.



Mercator School of Management (MSM) is the Business Faculty of the University of Duisburg-Essen, situated on Duisburg campus. MSM was founded in 2005 as a successor of the former Faculty of Business Administration and Economics. Based on the model of US-American business schools, MSM strives to operate on an international level by combining profound research practices with a high applicability in the real world. Mercator's strong focus on research, combined with quality education, guarantees Mercator a rank among the leading Business faculties in Germany.



Currently, the Mercator School of Management is hosting 25 tenured professors and 90 full-time research staff. The faculty holds the right to confer not only doctoral degrees (PhDs), but also professorships in Business Administration.

Currently, a total of 3430 students pursue a bachelor's or master's degree at Mercator School of Management. The most popular study tracks are Accounting & Finance, Management & Economics, as well as Supply Chain Management and Logistics. More than 20 chairs, each one with a different scientific specialization, offer a wide variety of interesting courses to both Mercator's local students and international students.

The University of Duisburg-Essen obtained **System Accreditation** („Systemakkreditierung“) by the **Accreditation, Certification and Quality Assurance Institute (ACQUIN)**, which certifies a very high quality of the study courses. In Germany, only top-level institutions of higher education are entitled to bear the label “university”. State-approved universities are not dependent on 3rd party accrediting agencies to demonstrate the quality of their programs. The system accreditation is the highest form of accreditation granted by the German council of accreditation. It attests that a university conducts excellent quality management in teaching and research.

Accredited by
ACQUIN



AACSB
INTERNATIONAL

THE WORLD
UNIVERSITY
RANKINGS

CHE
Ranking

Mercator School of Management itself is accredited by the German Accreditation Agency **AQAS**. It is also a valid member of **AACSB** since 2013.

In many disciplines, the University of Duisburg-Essen (UDE) ranks amongst the TOP 10 German research universities. The **Times Higher Education (THE) Young University Ranking 2017** lists UDE as **#13** among the *TOP 200 universities under 50 years old*, which labels UDE as the 3rd best German university in this category. Beyond the boundaries of Duisburg, Mercator School of Management is renowned for its **research-based teaching**. The Mercator School of Management is ranked among the top 20 German Business Schools in the categories “International Publications” and “Citations” (CHE, 2018).

Most recent awards and special achievements of MSM professors

Prof. Dr. Martin Thomas Hibbeln, Chair of Finance:

CIONET European Research Paper of the Year 2018

Heinrich Büssing Award 2017

Prof. Dr. Jochen Gönsch, Chair of Service Operations:

Finalist Award Forum Top Young Researchers 2017

Prof. Dr. Marc Eulerich, Chair of Internal Auditing:

Admission into the „Internal Auditing Education Partnership“ (IAEP) Program of the Institutes of Internal Auditors (IIA) in August 2017

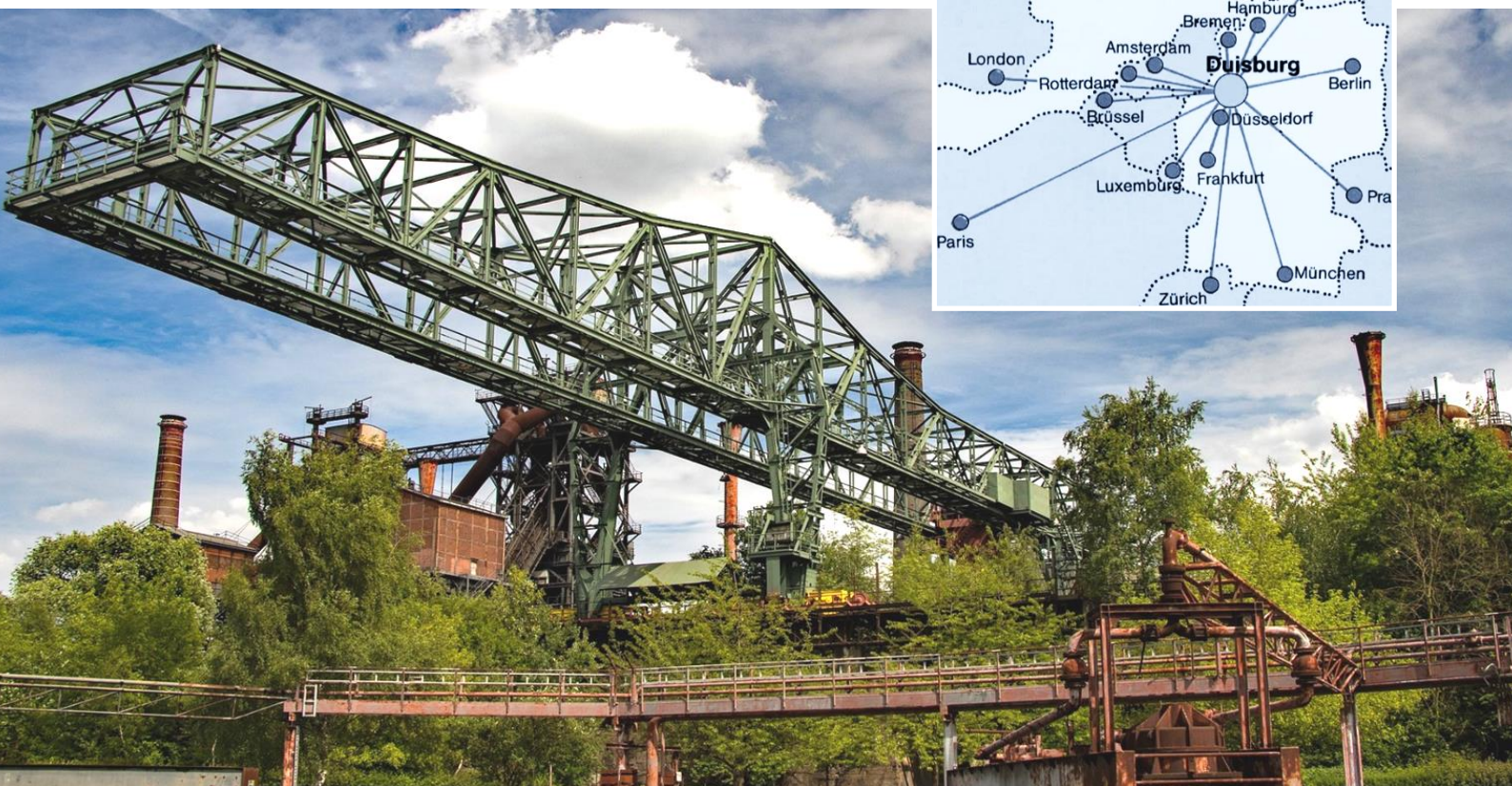
EUROPEAN
RESEARCH
PAPER OF THE
YEAR 2018

Braunschweiger
Hochschulbund e.V.



Duisburg is located in the western part of Germany, close to Düsseldorf and Cologne. With approximately 500,000 inhabitants, Duisburg is the fifth-largest city in North Rhine-Westphalia, a region whose cities are closely interconnected due to an elaborate infrastructure. As a result, every area in Duisburg and its surroundings can be easily reached by train or bus. Duisburg's geographical position is a wonderful invitation to travel, with grand European metropolises like Paris, Amsterdam or Brussels only a stone's throw away. The city of Duisburg truly lies in the heart of Europe!

Duisburg's first history reference dates back to the 9th century. The city spreads along both sides of the rivers Rhine and Ruhr, which conjoin in the centre of Duisburg. "Duisport", Duisburg's harbor, is considered the largest inland port worldwide. It is officially regarded as a "seaport" because seagoing river vessels go to ports in Europe, Africa and the Middle East. The large harbor, along with the proximity to important cities, has let Duisburg become an important turnover and production point for many industries. For a long time, the city was known for its steel production, coal mining and chemical industry. However, with the last remaining coal mine closed down in the summer of 2009, Duisburg faced structural change. Some of the city's highlights today are the Duisburg Zoo, malls, parks and lakes, water skiing schools, climbing parks, industrial attractions and the inner harbor mile with its restaurants.



The **Social and Economic Sciences International Program (SESIP)** includes a variety of lectures and seminars **taught in English language**. The program is open to all exchange students visiting Duisburg campus as guests of the Faculty of Social Sciences, Mercator School of Management or the Institute of East Asian Studies. By connecting social and political sciences with regular business courses, SESIP offers our international students a wide range of modules to choose from.

[Winter Program in English language](#)

[Summer Program in English language](#)

[German Language Courses](#)



The following pages feature detailed course descriptions and other important information on the current schedule. Apart from the lectures included in this brochure, Mercator School of Management offers a broad selection of Business Administration and Economics courses in German language. The complete course catalogue can be viewed under

[Lectures and seminars taught in German and English language](#)

International students with a **moderate fluency in German** are cordially invited to attend these courses. **German and English** modules can be combined freely. All courses from our faculty's bachelor and master tracks are generally open to our incoming exchange students! For incoming students who know some German but do not feel comfortable about taking exams in German, our Master seminars may be a good choice (please contact us for more information). Mercator is constantly endeavored to expand its course offering for students who are not fluent in German. As a result, more courses in English are expected to join the program. It is also possible to add courses offered by the Institute of Optional Studies (Liberal Arts and Language Classes).

All course information in this brochure is supplied without liability, changes in the program may occur anytime and lecturers are responsible for their own course planning. New courses will be added to this brochure/the list continually.

Winter Semester Courses A – Z



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All lectures taught in English language



[Applications in Empirical Research \(M\)](#)
[Applied Microeconomics \(M\)](#)
[Behavioral Economics \(M\)](#)
[Business and Economy in China \(M\)](#)
[Business English Refreshers' Course Level I \(B/M\)](#)
[Business English Refreshers' Course Level II \(B/M\)](#)
[Contemporary Challenges of the Economies in East Asia \(M\)](#)
[Contemporary History of East Asia \(B/M\)](#)
[East Asia in Political Science \(B/M\)](#)
[East Asia in Sociology \(B/M\)](#)
[Econometrics \(M\)](#)
[Game Theory and its Applications \(M\)](#)
[German Language Courses \(B/M\)](#)
[Institutions in Japanese Politics \(M\)](#)
[International Economic Organisation \(M\)](#)
[International Financial Accounting \(B\)](#)
[Introduction into the Political System of Germany \(B/M\)](#)
[Introduction to the Korean Economy and Society \(B/M\)](#)
[Japan's Economy between Market, State and Society \(M\)](#)
[Marketing I – Marketing Information & Strategy \(B\)](#)
[Marketing II – Marketing Operations and International Marketing \(B\)](#)
[Reading and Writing in Sociology \(B\)](#)
[Seminar on China's Economy \(M\)](#)
[Statistics for Econometrics \(M\)](#)
[The Development Issues of the Economies of East Asia \(B/M\)](#)
[Topical Issues of the Korean Economy and Business Management \(B/M\)](#)
[Topics in Applied Econometrics \(Ph.D\)](#)
[Transnational Relations of East Asia \(B/M\)](#)



[Wirtschaftsenglisch \(Business English\) \(B\)](#)

Supplementary courses taught in English for Undergraduate's Institute of Optional Studies

[A History of American Literature – 3 ECTS](#)

[A History of British Literature and Culture – 3 ECTS](#)

[A Survey of American Literature – 4 ECTS](#)

[A Survey of British Culture – 3 ECTS](#)

[A Survey of British Literature – 4 ECTS](#)

[Citation management for LaTeX users](#)

[Climate Change and Adaption Strategies within Urban Areas – 5 ECTS](#)

[Creative self-management skills for students – 3 ECTS](#)

[Decarbonisation of Cities as Development Goal and Social Process. Capacities, Strategies, and Good Practice – 5 ECTS](#)

[Drama Group – 3 ECTS](#)

[English Language Courses – 4 ECTS](#)

[Ethics: Animal Ethics – 3 ECTS](#)

[Ethics: Is morality subjective? – 3 ECTS](#)

[European identity in the European Union: Focus on intercultural communication, language and gender – 3 ECTS](#)

[German Language Courses](#)

[Intercultural Theory and Practice -2 ECTS](#)

[International team working skills – 3 ECTS](#)

[Introduction to American Civilization – 3 ECTS](#)

[Variation in English – 3 ECTS](#)



(B) – Bachelor / Undergraduate
(M) – Master / Graduate

Link: [Lectures and seminars taught in German language](#)

Summer Semester Courses A – Z

[Advanced Industrial Organization \(M\)](#)

[Applications in Empirical Research \(M\)](#)

[Behavioral Economics- Experimental Design \(M\)](#)

[Business English Refreshers' Course Level I \(B/M\)](#)

[Business English Refreshers' Course Level II \(B/M\)](#)

[Business Issues in Japan's Economy \(B/M\)](#)

[Business Law: Contracts and Regulations in Europe \(B\)](#)

[Changing Perspectives in International Development \(B\)](#)

[China Management Cases \(B/M\)](#)

[China's Globalization: Discussing the Border and the Community \(B\)](#)

[Corporate Finance for MBA Students \(M\)](#)

[Cybersecurity Management \(B/M\)](#)

[Digitization of Work and Industry: Comparing National Industrial Policies and Corporate Initiatives \(B\)](#)

[Econometrics \(M\)](#)

[Economic Studies on China \(B/M\)](#)

[European Business \(B\)](#)

[European Economics \(B\)](#)

[German Language for Short Term Studies](#)

[German Language Courses \(B/M\)](#)

[Industrial Economics \(B\)](#)

[Innopreneur in Residence \(B/M\)](#)

[INSPIRING ENTREPRENEURSHIP: Encounter of Economy, Culture, and Politics in Global Business Context \(B/M\)](#)

[Institutions and Organizations in Japan \(M\)](#)

[International Consumer Culture for MBA students \(M\)](#)

[International Real Estate for MBA Students \(M\)](#)

[Introduction into the Political System of Germany \(B/M\)](#)

(B) – Bachelor / Undergraduate
(M) – Master / Graduate

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All lectures taught in English language



Summer Semester Courses A- Z

13

All lectures taught in English language

[Japan's Role in Global and Regional Economic Relations \(B/M\)](#)
[Management and Corporate Strategies in Japan and Korea \(M\)](#)
[Marketing I – Marketing Information & Strategy \(B\)](#)
[Marketing II – Marketing Operations & International Marketing \(B\)](#)
[Masterclass Management Science \(M\)](#)
[Political Culture and State-Society Interactions \(M\)](#)
[Reading and Writing in Sociology \(B\)](#)
[Seminar on Japan's Economy \(M\)](#)
[The Chinese Society \(B/M\)](#)
[The Global Corporate Elite and its Opposition: Networks of Power and Resistance \(B\)](#)
[The Political System of Japan \(B/M\)](#)
[Topics in International Economics \(M\)](#)
[Topics in Labor Economics \(M\)](#)
[Transnational Social Movements, Protest Dynamics and Social Change \(B\)](#)
[Wirtschaftsenglisch \(Business English\) \(B\)](#)

Supplementary courses taught in English for Undergraduate's

Institute of Optional Studies

[A Survey of American Literature – 4 ECTS](#)
[A Survey of British Culture – 3 ECTS](#)
[A Survey of British Literature – 4 ECTS](#)
[An Introduction to Thick Concepts – 3 ECTS](#)
[Applied Climatology and Bioenvironmental Urban Studies – 5 ECTS](#)
[Citation management for LaTeX users](#)
[Creative self-management skills for students – 3 ECTS](#)
[Disability and the Good Life – 3 ECTS](#)
[Drama Course – From Reading to the Stage – 3 ECTS](#)





Summer Semester Courses A-Z

[Drama Group – 3 ECTS](#)

[English Language Courses – 4 ECTS](#)

[European identity in the European Union: Focus on intercultural communication, language and gender – 3 ECTS](#)

[German Language Courses](#)

[Global Aspects of Environmental Protection – 4 ECTS](#)

(B) – Bachelor / Undergraduate

(M) – Master / Graduate

[Intercultural Theory and Practice – 2 ECTS](#)

[International team working skills – 3 ECTS](#)

[Introduction to American Civilization – 3 ECTS](#)

[Low Carbon Society - Roadmapping for Sustainability Transitions at Local and Regional Level – 5 ECTS](#)

[Major Concepts in Pragmatics – 2 ECTS](#)

[Music-, event- and cultural management in theory and practice \(Basic course\) – 4 ECTS](#)

[Philosophy of Emotion – 3 ECTS](#)

[Politics in the EU – 4 ECTS](#)

[Refugee and Exile Writing – 4 ECTS](#)

[Spoken and Written English – 2 ECTS](#)



Please use
navigation
links!

Link: [Lectures and seminars taught in German language](#)



Advanced Industrial Organization

Master / Graduate – 5 ECTS

Summer Term

Content

1. Review of the fundamental concepts of industrial economics and game theory
2. Monopolistic price discrimination
3. Competition in differentiated goods
4. Key topics in competition policy
5. Network externalities and bilateral markets

Upon successful completion of this module students will be able to understand the advanced concepts of industrial economics based on standard input-output-models and to apply these concepts in extended, more complex and more realistic situations.

Literature

1. Belleflamme, P. and Peitz, M. (2010). Industrial Organization: Markets and Strategies. Cambridge University Press.
2. Bester, H. (2000). Theorie der Industrieökonomik. Springer.
3. Tirole, J. (1988). The Theory of Industrial Organization. MIT Press.
4. Motta, M. (2004). Competition Policy: Theory and Practice. Cambridge University Press.
5. Lecture notes

Chair: <https://www.mikro.msm.uni-due.de/en/home/>

Applications in Empirical Research

Master – 5 ECTS and Postgraduate – 6 ECTS

Summer and Winter Term

The aim of this course is to familiarize students with practical empirical work. For this purpose, this course refers to the knowledge of the theoretical econometrics lecture in the Master program. The successful completion of the Master course "Econometrics" is a prerequisite for this course. The idea here is that the students can deal in detail with a published empirical paper from the different areas of the economy. The focus is particularly on the methodology of the study, which will be used to answer the research question.

Instead of a written examination the credit points are obtained through a written term paper (about 10 pages) plus an oral presentation (20-30 minutes) of the term paper. The Term Paper can optionally be written in English or German, the same applies to the presentation.

The Econometrics software STATA is available through an external access so that independent econometric analysis can be performed.

Chair: <https://www.vwl.msm.uni-due.de/en/home/>

Applied Microeconomics

Master – 5 ECTS and Postgraduate – 6 ECTS

Winter Term

Content

1. Non-Cooperative Game-Theory
2. The institutional Turn in Economics
3. The Economics of Trust
4. Moral Hazard and Incentive Alignment
5. Credible Commitment

After successful termination of this course students will be able to...

- understand and analyze the fundamental organizing principles of economic interaction,
- to conduct game theory motivated analysis of economic issues and
- to analyze and evaluate the design of specific institutional arrangements of economic interaction.

Literature

1. Jehle, Geoffrey and Philip Reny (2011): Advanced Microeconomic Theory (Harlow: Prentice Hall)
2. Carmichael, Fiona (2005): A Guide to Game Theory, (Harlow et al.: Prentice Hall).
3. Osborne, Martin, Eric (2004): An Introduction to Game Theory, (Oxford-New York: Oxford Univ. Press).
4. Holt, Charles (2007): Markets, Games, & Strategic Behaviour, (Harlow et al.: Prentice Hall).
5. Greif, Avner (2006): Institutions and the Path to the Modern Economy. Lessons from Medieval Trade, (New York: Cambridge University Press).

Chair: <https://www.china.msm.uni-due.de/en/home/>

Behavioral Economics - Experimental Design

Master – 5 ECTS and Postgraduate – 6 ECTS

Summer and Winter Term

The purpose of the course is that students get an understanding for the method “experimental economics” as well as get familiar with experimental approaches to “public economics”.

At the beginning of the course students have to present papers that discuss the pros and cons of the method “experimental economics”. They will learn for what kind of research questions this method is best suited but they will also be able to understand its limits.

In the second part students will get a precise understanding about the usage and appropriate design of economic experiments for research questions related to public economics. Especially, they will acquire the knowledge to set up experiments based on existing research questions. Here, we will discuss state-of-the-art experimental work horses and statistical techniques to set up and analyze experiments.

The course is meant as an interactive class with students’ active participation, exercises and student presentations. There will not be a final written exam. Instead students will have to build groups and develop own research ideas, which they will have to present to the class.

Syllabus (preliminary)

- I. Students Presentations: “Introduction to Experimental Economics”
- II. Experiments: Research Approaches/Questions
- III. Principles of economic experiments
- IV. Experimental Papers in the “Journal of Public Economics” until 2005
- V. Final Students Presentation: “Approaching research questions with lab experiments”

Main Literature

Friedman, D., and Sunder S., Experimental Methods: A Primer for Economists Cambridge University Press, 1994

Friedman D., Cassar A., Economics lab, an intensive course in experimental economics, Routledge, London, 2004

Colin F. Camerer, Behavioral Game Theory, Princeton University Press, 2003

Chair: <https://www.be.msm.uni-due.de/en/cover-page/>

Business and Economy in China

Master / Graduate – 5 ECTS

Winter Term

This seminar aims at understanding China's business and economy from a macro perspective. We try to cover all the classical topics in macroeconomics. At the end of the seminar, we hope you have a better idea of current economic research on China. A specific focus is to grasp current research questions and the economic methodology employed for answering these. In this seminar, all students are grouped according to their interests. Each group will be asked to give two presentations and write one final term paper.

Chair: <https://www.china.msm.uni-due.de/en/home/>

Business English Refreshers' Courses Bachelor and Master – 6 ECTS

Summer and Winter Term

Business English Refreshers' Course – Level I – 3 ECTS

The course conveys knowledge and skills in the areas of grammar, vocabulary, listening and reading comprehension. It aims to increase the overall language fluency. The participants will be brought to a sufficient level of English to fulfill the admission requirements for the elective "commercial English" without difficulty.

Business English Refreshers' Course – Level II – 3 ECTS

This course aims to equip students with the vocabulary and knowledge to give effective presentations in English, particularly within a business context. Students will develop their communication skills in English, paying close attention to their presentation style. Issues such as cross-cultural communication and persuasive power will be addressed. Students' analytical faculties will be enhanced through group discourse, as well as continuous oral and written assessment. In addition to practice assignments, students will be required to give two assessed presentations as part of their final grade.

Chair: <https://www.css.msm.uni-due.de/en/courses/>

Business Issues in Japans Economy

Bachelor and Master – 3 ECTS

Summer Term

During the seminar, changes concerning business issues in Japan's economy will be highlighted by focusing on different areas of Japanese management. Each area will be approached from a theoretical framework that will enable students to evaluate different topics. Based on the theoretical framework of strategic analysis students will conduct a case study on their respective topics.

Learning targets

The successful completion of the seminar enables students to

- develop and use case studies to analyze companies and industries
- evaluate the pros and cons of the case study approach
- learn how to present complicated materials to a wider audience
- underline the main challenges faced by Japanese companies today
- explain the status quo of important Japanese industries

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Business Law: Contracts and Regulations in Europe Bachelor / Undergraduate – 2 ECTS

Summer Term

Agency, Distribution and Franchise Agreements: Why do the parties decide to terminate the collaboration contracts?

There is a balance between protecting the distributor and freedom of contract both in Civil and Common law jurisdictions. This fact sets out some basic principles to consider before the parties decide to terminate that distribution agreement. Is there any difference between Agency, Distribution of Franchise contracts so as to terminate a commercial relation?

Competition Policy in the EU Law: What does competition policy of the EU Law means and how does it affect to commercial contracts?

According to the EU Law the MMSS should adopt an economic policy conducted in accordance with the principle of an open market economy with free competition. This is why the parties have to fulfill with the principles of the EU competition policy instead of adopting their own interests when they celebrate some commercial contracts such as the distribution or franchise agreements.

European Union and: What happens with the process of the European Union integration after Brexit?

The legal system created by the European Union has already become an established component of our political life and society. It has been the result of the process of integration of the EU of the Treaty of Rome (1957) until today. However, the enlargement of the EU has received the implications of the Brexit (27th June 2016) which may have a relevant impact not only on the EU business integration but also in the legal one.

Gender equality in the EU: How Gender mainstreaming is applied in the EU? Why are law and justice important for gender equality?

Let's study the role of the European Union Law and its judgments in achieving gender equality!

Changing Perspectives in International Development

Bachelor / Undergraduate – 5 ECTS

Summer Term

This module explores the current crisis of international development. Why is it so difficult to assist developing societies? Why it seems that differences among people cannot be or should not be bridged? Why is there a deep skepticism and pessimism regarding the recuperative powers of developing societies? In order to address these questions, the module engages with changing perspectives in international development. First it discusses the invention of development after the Second World War. Second it examines how in the 1990s development came to be linked to an institution-building and state-building process. Third it explores how development is increasingly becoming an individualist process of removing unfreedoms that is detached from social and political contexts. It is crucial to understand this trajectory to grasp the current crisis of international development and rethink forms of international assistance.

There is no core reading for this module. There will be specific readings and audiovisual material (films, documentaries or songs) for each class (max 25 pages). In the first class (April 19), for example, students are expected to listen to the song: 'Fanfare for the Common Man', New York Philharmonic, James Levine. They also need to read pages 18-42 from the following article:

Fritz, Charles (1996), **Disasters and Mental Health, *Disaster Research Center, University of Delaware. (Read only pages: 18-42).*

Chair: <https://www.uni-due.de/soziologie/institute.php>

China Management Cases

Bachelor and Master – 5 ECTS

Summer Term

This seminar on China's economy forms part of our MA sequence on China. It is a practically-minded, application-oriented course that will teach both the basics of strategic management, and their applications to Chinese cases. At the end of the seminar, you will understand and be able to employ essential tools used in market analysis and corporate strategy, and will have insights into the business landscape in China. We will be exploring a number of different, timely cases in current China's business landscape.

Chair: <https://www.china.msm.uni-due.de/en/home/>

China's Globalization: Discussing the Border and the Community

Bachelor / Undergraduate – 5 ECTS

Summer Term

We will address the meanings of border and community in three dimensions arising from China's globalization: (a) global labor migration and the "transnational Chinese community"; (b) cross-border ethnic identities and communities in China, and (c) ethno-nationalism and China's overseas development policies. In effect, we will explore the politics of belonging among Chinese workers abroad (huagong), the complex two-way belongings along the international borders of Xinjiang, Gansu, Inner Mongolia and Heilongjiang, as well as the protean use of ethnic identity in Chinese development projects in Eurasia, the Middle East and Africa.

Chair: https://www.uni-due.de/soziologie/internationales_baplus_courses_2017.php

Contemporary Challenges of the Economies in East Asia

Master / Graduate – 3 ECTS

Winter Term

The lecture provides a basic overview of important contemporary economic issues of China, Japan, and Korea. It will draw connections to theoretical approaches explaining economic phenomena and to approaches explicitly developed for the East Asian context. A comparative view and transnational phenomena are considered where appropriate. It is part of the module “Disciplinary Approaches: East Asia in Economic Science (DA 2)”. The first part of the module is being taught in the preceding first block of the semester (“The Development Issues of the Economies of East Asia”).

The lecture deals with selected topics of particular importance for the East Asian economies, such as

- Innovation
- Money and finance
- The firm: organization, corporate governance and networking
- Environment protection
- The role of national economies in the global economy
- Industrial policy
- Long term reform agenda

It should be noted that the current master-level lecture is more theory-oriented than the German language ones.

A written exam will be provided at the end of the semester (around February/March). Grades are based homework, participation, presentation (25%) and the final exam paper. Details will be communicated during the course.

Foreign exchange students (Erasmus program, etc.) are welcome to join. Their grade will be based on oral participation (25%) and a term-end essay on a topic to be decided.

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Contemporary History of East Asia

Bachelor and Master – 3 ECTS

Winter Term

This lecture is intended to provide a cross-regional context for understanding the East Asian region since the post-World War II settlement. Students get the opportunity to deepen the understanding of the challenges in the East Asia by focusing the comprehensive contemporary history of the region.

The objective of this module is to understand the historical trajectories that shaped the region and its constituent parts, China (Chinese Mainland, Taiwan, Hong Kong, Macau), Democratic People's Republic of Korea, Republic of Korea, Japan and Mongolia.

The lecture addresses the legacy of regional divisions and conflicts during the Cold War, the Chinese transition economy, the emergence of the "post-Communist" world order, as well as dynamics towards regional integration.

Moreover, the lecture aims to look at main developments, factors and players from synthesizing, cross-boundary and cross-disciplinary perspectives.

The lectures and readings are meant to complement each other. Relevant materials will be on the BSCW server or on the internet. Students will be able to reach the BSCW server, when they enroll into the course. Textbooks are available in the library, but are also easy to purchase. Students are expected to read the texts and prepare for each class by reading the material listed, plus any occasional hand-outs.

Methods of Assessment

Attendance at every session is essential.

Students will prepare two assignments. First assignment will be released on the middle of the term and it will count towards the final mark with 20 %. Second assignment will be released in mid-January and it will count towards the final mark with 80 %.

Besides, to give an idea to students about assignments; a sample assignment paper is posted on the BSCW server, so that students may get an impression of their format.

Chair: <https://www.uni-due.de/in-east/>

Corporate Finance

Master / Graduate – 5 ECTS

Summer Term

Content

1. Overview of corporate finance
2. Revision of time value of money concepts
3. Analyzing financial statements
4. Bonds and the valuation of bonds
5. Stocks and the valuation of stocks
6. Risk versus return and the CAPM
7. The cost of capital
8. Advanced capital budgeting techniques
9. Cash flow in capital budgeting
10. Financial planning and corporate valuation
11. Analyzing capital structure

Examination

Students will work on a self-study project applying relevant Corporate Finance techniques.

Link: https://www.isma.msm.uni-due.de/fileadmin/Dateien/ISMA/Infos_fuer_Partner_durch_MSM/Corporate_Finance_2018.pdf

Cybersecurity Management Bachelor and Master – 4 ECTS

Summer Term

Content

This course is intended to introduce cybersecurity to business students with limited computer and networking experience. Cybersecurity is a very extensive topic. Hence, this course is only intended to cover the basics and key issues of cybersecurity from a managerial perspective. The goal is for students to gain a basic understanding that will help them further explore specific areas of cybersecurity.

The topics include

- Networking Concepts
- Hands-on Lab: Network Sniffing with Wireshark
- Risk Management
- Access Control
- Application Security
- Cryptography
- Hands-on Lab: Public Key Encryption
- Incident and Disaster Response

Link: https://www.isma.msm.uni-due.de/fileadmin/Dateien/ISMA/Infos_fuer_Partner_durch_MSM/Cybersecurity_Management_2018.pdf

Digitization of Work and Industry: Comparing National Industrial Policies and Corporate Initiatives Bachelor / Undergraduate – 6 ECTS

Summer Term

The ongoing digital transformation of work and industry involves a plethora of digital technologies, e.g. artificial intelligence, algorithms, and learning systems; interconnected physical devices, autonomous logistics, and cyber-physical systems (“Internet of Things”); robotics and additive manufacturing technologies; or wearable and ‘smart’ devices. However, the paths of digitization differ. Current processes of digitization in manufacturing are particularly shaped by, mostly national, corporate initiatives and industrial policies such as the U.S. „Industrial Internet Consortium“, “Industrie 4.0” in Germany, “Industrie du futur” in France, or the „Industrial Value-Chain Initiative” in Japan. In a rather hands-on seminar style, we will conduct comparative research on the different initiatives and policies, on their institutionalization, main vantage points, represented interests, scope, and practical effects.

Chair: https://www.uni-due.de/soziologie/internationales_baplus_courses_2017.php

East Asia in Political Science (Module DA1)

Bachelor and Master – 3 ECTS

Winter Term

The course highlights the way political science looks at and does research on the political systems of China, South Korea, Japan and Taiwan. The two courses of the module DA1 (East Asia in Sociology) will introduce students to examples of how East Asia (or an individual country of the region) is dealt with and used as an object of academic investigation in sociology and political science. The goal is to strengthen students' understanding on the one hand of how to apply methods and concepts from the disciplines in the East Asian context and on the other of pertinent socio-political conditions in the region. Both courses will begin with a general introduction into the societies and political systems of the region and then discuss peer reviewed articles from the two disciplines on selected topics.

Chair: <https://www.uni-due.de/in-east/>

East Asia in Sociology (Module DA1)

Bachelor and Master – 3 ECTS

Winter Term

This part of module DA1 explores sociological perspectives on the societies of China (with Taiwan), South Korea, and Japan. The two courses of the module DA1 (East Asia in Political Science) will introduce students to examples of how East Asia (or an individual country of the region) is dealt with and used as an object of academic investigation in sociology and political science. The goal is to strengthen students' understanding on the one hand of how to apply methods and concepts from the disciplines in the East Asian context and on the other of pertinent socio-political conditions in the region. Both courses will begin with a general introduction into the societies and political systems of the region and then discuss peer reviewed articles from the two disciplines on selected topics.

Chair: <https://www.uni-due.de/in-east/>

Econometrics

Master – 5 ECTS and Postgraduate – 6 ECTS

Summer and Winter Term

The objective of this course is to prepare students for basic empirical work in economics. In particular, topics will include basic data analysis, regression analysis and testing. Students will be provided with the opportunity to use data to test economic theories. This course covers furthermore how to use the software STATA for data analysis.

Outline

- Introduction
- A brief review of probability and statistics
- The simple regression model
- Multiple regression analysis: Estimation and inference
- Multiple regression analysis: Further issues
- Sources of endogeneity
- Basic panel data methods
- Instrumental variable approaches

A written exam will be provided at the end of the semester (around February/March).

Chair: <https://www.vwl.msm.uni-due.de/en/home/>

Economic Studies on China Bachelor and Master – 3 ECTS

Summer Term

This lecture, as a continuance of the Chinese Economy (I) given at the introductory level, covers the advanced topics of Chinese Economy. It includes the topics about institutional change, inequality, structural imbalance, innovation, social capital and demographic change at an advanced level. Through this lecture, student may have a comprehensive knowledge to China's economic development, and make a good preparation for doing relevant economic research.

Chair: <https://www.china.msm.uni-due.de/en/home/>

European Business

Bachelor / Undergraduate – 6 ECTS

Summer Term

With the rising significance of Europe in an ever more globalized world, the importance of European business needs to be taken into account.

European Business will be studied through intensive lectures. The purpose of the course is that students get an understanding for business in Europe with a strong emphasis on banking and finance, as well as corporate governance.

This course covers topics like corporate governance structure, governance mechanism as well as corporate and management strategies. Additionally, it aims to show how the European banking sector works including an introduction to risk management as well as profitability and risk controlling.

Examination

Students will be evaluated on the basis of their active participation in discussions, on their presentation and the final exam.

European Economics

Bachelor / Undergraduate – 6 ECTS

Summer Term

European Economics will be studied through intensive lectures. This module provides an understanding of economics in such as the European currency union, European economic integration and comparative managerial behavior in Europe. It gives an overview over the European integration process and the organization of the European Union as well as development in different policy areas, including agricultural and regional policies. Students should develop an informed opinion on how they personally evaluate possible future chances of the European integration. It addresses decision making on individual, group and organizational levels. The case-study-method encourages students to consider the importance of negotiation and cross-cultural communication.

Furthermore, the course covers the development of the European monetary union and the theory of exchange rate regimes as well as optimum currency area. It includes an analysis of consequences for private and public sectors and gives an understanding about the differences between expectations and the current situation of the European Currency Union.

Examination

Students will be evaluated on the basis of their active participation in discussions, on their presentation and the final exam.

Game Theory and its Applications

Master – 5 ECTS and Postgraduate – 6 ECTS

Winter Term

Content

1. Game theory in economics and business administration
2. Static games
3. Dynamic games
4. Principal-Agent theory
5. Use cases: incentives in organizations, negotiations

After successful completion of this course students are able to understand the concepts of game theory and to apply them in more complex and realistic situations.

Literature

1. Binmore, K. (1992). Fun and Games. Lexington, D.C. Heath.
2. Fudenberg, D. & Tirole, J. (1991). Game Theory, Cambridge MA, MIT Press.
3. Gibbons, R. (1992). Game Theory for Applied Economists. Princeton University Press.
4. Harrington, J. (2009). Games, Strategies and Decision Making. New York, Worth Publishers.
5. Myerson, R. (1991). Game Theory: Analysis of Conflict. Cambridge MA, Harvard University Press.
6. Osborne, M. & Rubinstein, A. (1992). A Course in Game Theory, Cambridge, MA, MIT Press.
7. Lecture notes

Chair: <https://www.mikro.msm.uni-due.de/en/home/>

Industrial Economics

Bachelor / Undergraduate – 5 ECTS

Summer Term

This lecture deals with the basic concepts of industrial economics, especially with the market structures of a monopoly and an oligopoly. As a valuable tool for discussing economic models, the game theory is introduced. Another part of the lecture is the discussion of the Nash-Equilibrium.

Part 1 What is industrial organization

- (1) partial analysis
- (2) market demand
- (3) elasticity of demand

Part 2 Monopoly

- (1) welfare losses from monopolistic price setting
- (2) natural monopolies
- (3) price differentiation

Part 3 Oligopoly

- (1) Cournot competition
- (2) Bertrand competition
- (3) Stackelberg model

Part 4 Cartels and collusion

- (1) stability of cartels
- (2) antitrust policy

Part 5 Horizontal mergers

- (1) profitable mergers
- (2) economic policy assessment about mergers
- (3) synergy effects
- (4) merger control

Part 6 Vertical mergers

- (1) price form in a vertical structure
- (2) the double marginalization
- (3) case studies

Part 7 Abuse of market power

- (1) displacement and obstruction of market entry
- (2) the chain store paradox
- (3) case: Microsoft

After successful completion of this course, students will be able to

- (1) explain the concepts and objects of industrial organization,
- (2) understand firms' behavior under monopoly case and oligopoly case,
- (3) distinguish competitions in quantities and in prices,
- (4) analyze vertical and horizontal mergers and critically evaluate them,
- (5) explain problems of market power abuse and analyze case studies.

Chair: <https://www.mikro.msm.uni-due.de/en/home/>

Innopreneur in Residence 2019

Bachelor and Master

Summer Term

Proven innovative entrepreneurs, who have demonstrated on numerous occasions that they develop and implement radically innovative solutions for social challenges, stimulate the academic and regional start-up milieu on several days.

In the course of this, they discuss novel ideas for future-oriented business models with knowledge-driven innovators and creative minds. In addition to a public lecture, several workshops (each of several days' duration) will be held. Interested UDE members apply with a letter of motivation. An Innopreneur-in-Residence will be invited annually over a three-year period.

Innopreneur in Residence 2019: Sofie Lindblom

CEO & Co-Founder, innovation360 group AB, Sweden
Ex Spotify Global Innovation Manager

Workshops and Keynote: „Avoid Your Kodak Moment – Setup to Innovate“

Workshops, registration, further information: isma@uni-due.de

INSPIRING ENTREPRENEURSHIP: Encounter of Economy, Culture, and Politics in Global Business Context

Bachelor and Master – 3 ECTS

Summer Term

Course Description

This course aims to inspire new business ideas. The students are guided to find out their capabilities of doing business in the future. Another focus of the course is to learn how to handle uncertainties and changes in the global business environment and conduct business in 'other' cultural contexts such as in the newly emerging markets, BRICS/MINT.

Learning Objectives

The course based on the selected case studies from different countries, from several globally expanding sectors, such as IT, retail-chains, and pharmacy. The chosen companies reflect the nature of conducting business in the global landscape. Emphasis will be on what makes international different from domestic. The effects of the social systems within countries on the conduct of global business. Factors that are explaining international business transactions and the institutions influencing those activities. The financial-exchange-systems and institutions that measure and facilitate international transactions. The dynamic interface between countries and companies attempting to conduct foreign business activities. Corporate strategy alternatives for global operations.

Literature

Required: Global Retail Development Index- The Age of Focus-The 2017. Case Studies (For each case study, we have one separate article with changing length)

Recommended: (Text Book) Hill, Charles W. International Business. McGraw-Hill. 9th or 10th editions / Business news sources: Harvard Business Review, Wall Street Journal and Business Week.

Link: [More details about this lecture](#)

Institutions and Organizations in Japan

Master / Graduate – 3 ECTS

Summer Term

Content & Aims

In comparative studies Japan represents an important deviation from the 'liberal market' and individualistic societies of the UK and US, while exhibiting strong similarities with the social institutional arrangements, relative equality and high degrees of social integration credited to western European societies. Many of these differences can be traced back to the development of governmental and democratic institutions in Japan. Recently however, the strengths of Japanese social and political institutions have been called into question. Especially the seeming lack of reform potential, in the context of globalization, the rise of China as a regional power and dramatic demographic changes have highlighted the lack of social and political capacities for reform.

The aim of this course is to understand the origins of Japanese social and political institutions, how they compare to European cases, with an emphasis on the form of capitalism, employment, welfare and social policy, gender division of labor, the family, migration and ethnicity, political parties, and election dynamics as well as policy formation.

Requirements

- Active participation
- Preparation of the required readings (at least 2 questions concerning each text)
- Presentation based on the readings in "Institutions and Organizations in Japan"
- Research paper (for whole module/both seminars)

Grading

Students will be evaluated on the basis of their assignments, active participation in discussions, on their presentation and leading one of the discussions, preparation of literature, and for the final research paper. Coursework (attendance, presentation, discussion, assignments) in the "Institutions" seminar count for 25% of the final module grade. The research paper counts for 50% of the module grade. An additional 25% of the module grade is determined by participation and assignments in the "Research" seminar.

Chair: <https://www.uni-due.de/in-east/school/>

Institutions in Japanese Politics

Master / Graduate – 3 ECTS

Winter Term

In comparative studies Japan represents an important deviation from the 'liberal market' and individualistic societies of the UK and US, while exhibiting strong similarities with the social institutional arrangements, relative equality and high degrees of social integration credited to western European societies. Many of these differences can be traced back to the development of governmental and democratic institutions in Japan. Recently however, the strengths of Japanese social and political institutions have been called into question. Especially the seeming lack of reform potential, in the context of globalization, the rise of China as a regional power and dramatic demographic changes have highlighted the lack of social and political capacities for reform. The aim of this course is to understand the origins of Japanese social and political institutions, how they compare to European cases, with an emphasis on the form of capitalism, employment, welfare and social policy, gender division of labor, the family, migration and ethnicity, political parties, and election dynamics as well as policy formation.

Chair: <https://www.uni-due.de/in-east/>

International Consumer Culture

Master / Graduate – 5 ECTS

Summer Term

Outline

1. Understand the consumer decision making process
2. Understand the role of purchase motivations in the market place
3. Effectively analyze different consumer cultures across the globe
4. Recognize the impact various cultures have on consumer purchase motivations
5. Identify the impact culture plays on the consumer decision making process
6. Leverage consumer cultural difference into effected international market strategies (e.g., promotions, product offerings, pricing)

Visiting Lecturer: <https://www.mgt.unm.edu/faculty/facultyDetails.asp?id=10544>

International Economic Organisation

Master / Graduate – 5 ECTS

Winter Term

Outline

1. International economic order and international organizations
2. The institutionalisation of a global trade regime
3. GATT and WTO as international treaties and organisations
4. Key issues of today's WTO
5. Learning about the WTO through case work
6. International trade and environmental issues
7. International trade, labour, and social issues
8. International trade and competition policy
9. Basic issues of international financial organisation
10. The gold standard and the Bretton Woods system
11. The IMF (and the World Bank) in the post-Bretton Woods era
12. Learning about the IMF through case work

Literature

Siebert, Horst (2009): Rules for the Global Economy, Princeton: Princeton University Press 2009.

Vaubel, Roland (1986): A public choice approach to international organization, in: Public Choice, Bd. 51, Nr. 1, S. 39-57.

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

International Financial Accounting Bachelor / Undergraduate – 5 ECTS

Winter Term

The aim of this course is to provide a thorough understanding of International Financial Reporting Standards (IFRS). The students get a competent knowledge of preparing financial statements in accordance to IFRS. After having finished the course successfully, the students are able to differentiate the basic principles and major balance sheet items as well as further information instruments of the financial statements according to IFRS. Furthermore, the students will be also able to apply the IFRS standards in a practical manner.

There is no previous knowledge required for this course. It is presented in English. The written examination (60 minutes) can be written either in German or in English. The course is held by Dirk Egbers, the global leader of German Business Networks (GBN) of the big four firm Ernst & Young.

A written exam will be provided at the end of the semester (around February/March).

Chair: <https://www.rwpc.msm.uni-due.de/en/home/>

International Real Estate Master / Graduate – 5 ECTS

Summer Term

The aim of this course is to discuss the differences in real estate, both housing and commercial real estate, in the US and Europe. Special attention will be paid to analyzing how real estate, and in particular housing, caused the 2008 financial crisis and how the real estate markets have evolved since then. Some particular topics to be covered include:

- Comparing and contrasting the housing customs in Europe and the US.
- Analyzing the mortgage finance systems in the US and Europe.
- Analyzing how real estate and mortgage finance contributed to and exacerbated the 2008 financial crisis.
- Investing in international commercial real estate, and the performance of international real estate.
- Valuating and Investing in REITs and other structured real estate products.

There will be one final exam and a ten-page paper (both in English) assigned for the class.

Visiting Lecturer: <http://belkcollege.uncc.edu/directory/richard-buttimer>

Introduction into the Political System of Germany Bachelor – 3 ECTS and Master – 5 ECTS

Summer and Winter Term

Goals

The course addresses incoming B.A. and M.A. and domestic B.A. students interested either in the German political system or conversation in English in the domain of political science (or, even better, both). It provides an introduction to the German political system and country-specific concepts political science applies to analyze it. A focus will lie on formal and informal institutions that shape political life in Germany. As such, it is intended to be a starting point for further studies of Germany's political landscape. Depending on the learning progress and the previous knowledge of the participants, we will take a more in-depth look at a complex policy, maybe from the realm of social policy.

Course Achievements

Students can gain 3 (B.A.) or 5 (M.A.) ECTS-points respectively. To achieve 3 ECTS-points students have to provide an adequate presentation during the course or a screencast introducing a certain topic of the seminar. For being credited 5 points students additionally have to write an essay concerning a relevant question, meeting common scientific standards. While the course in general will be held in English, the essay may as well be written in German.

Chair: <https://www.uni-due.de/gesellschaftswissenschaften/profilschwerpunkt/mainresearcharea.shtml>

Introduction to the Korean Economy and Society

Bachelor and Master – 3 ECTS

Winter Term

This course is designed for students who have no prior knowledge of Korea or Korean language. Basic understanding of economics and social science may be helpful to understand each session's specific topics, but is not mandatory.

Your attendance at every session is essential. Participation/homework account for 20% of the final grade.

Topics

History of South Korean Economic Development, The Korean Economy between State and Chaebols, Youth Unemployment & Education System, Development of Korea's Financial Policies and the Financial Market, Economy & Innovation, The Economic Effect of Demographic Change & the Aging Society in South Korea, Asian Financial Crisis and the Role of the IMF in South Korea, Regional Relations, FDI, ODA & Trade Linkages in East Asia: The Case of South Korea, Scenarios of a possible Korean reunification.

60-minute written exam (end of term): 80%

For each session, there is a list of required readings. The literature will be provided to you in the download area of the Chair's website. Students are expected to read these texts thoroughly before each session.

6 credit points for the entire module "Contemporary Issues of Korea" (3 credit points for "Introduction to the Korean Economy and Society" + 3 credit points for "Topical Issues of the Korean Economy and Business Management")

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Japan's Economy between Market, State and Society

Master / Graduate – 6 ECTS

Winter Term

Giving credit to the research focus of the master program, students will work on a self-study project applying relevant economic theories (Downs' public choice, welfare approach) including quantitative measures to various major policy fields like monetary and fiscal policy, industrial policy, social policy etc. Students will integrate their findings in a scholarly presentation and a seminar paper. During the semester, students will learn about and discuss current issues in Japan's political economy – e.g. recent policy initiatives like Abenomics.

The successful completion of the seminar enables students to ...work out a structured approach to solve the tasks at hand ...get familiar with the application of theories (operationalization, hypothesis building and testing, interpretation of results) ...get to know some basic quantitative tools (correlation analysis) and critically evaluate their benefits for their own analysis ...learn how to present complicated materials to a wider audience ...get acquainted with ways of developing, presenting and defending hypotheses ...understand current economic policy issues in Japan (Abenomics).

Methods of Assessment

Regular and active participation, including discussion of someone else's presentation (25%) - Presentation (25%) - Academic Paper (50%)

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Japan's Role in Global and Regional Economic Relations (Business Issues in Japan's Economy)

Bachelor and Master – 4 ECTS

Summer Term

Learning Targets

Students will become acquainted with the dynamic global and regional economic relations of Japan. They will be introduced to the key role of Japanese business and international economic policy in shaping the production and other business networks of the Asia-Pacific region, including integration through inter-governmental forms like APEC and ASEAN+. Students will learn about options for cooperation with Japanese enterprises, in Japan itself, in third countries like South East Asia, and in a home market like Germany.

Outline

1. Competitiveness and external trade
2. Foreign direct investment
3. Special mechanisms like sôgô shôsha, etc.
4. Economic relations with East Asia, focusing on regional production networks
5. Economic relations with the US
6. Economic relations with Europe/Germany
7. Japan's external monetary economic relations
8. Asia-Pacific Integration

Methods of Assessment

Written exam

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Management and Corporate Strategies in Japan and Korea

Master / Graduate – 2 ECTS

Summer Term

Learning Targets

Students will become acquainted with the dynamics of management in Japan and Korea. We will discuss prominent firm examples such as Toyota, Samsung, Honda and LG and the development of specific management philosophies such as Lean Management to tease out how their successes and challenges are influenced by the economic and historical context, or driven by cultural path-dependencies. We will focus on three areas: operations, supply chain and international management. Students will learn about the challenges of Japanese and Korean firms at home and abroad and about Western operations in East Asia.

Outline

1. Context specific differences in Japanese and Korean management
2. Lean production principles
3. Quality management and continuous improvement
4. Lean process and product development
5. Project managers and system designers in the Toyota Production System
6. Selecting and coordinating suppliers
7. Transferring management practices abroad
8. International innovation: exploiting and exploring abroad

Methods of Assessment

Regular and active participation / Presentation

Formalities

Course Type: Seminar, 2 ECTS credit points

Erasmus exchange students are welcome. For other programs please contact the lecturer in advance.

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Marketing I: Marketing Information and Strategy

Bachelor / Undergraduate – 5 ECTS

Summer Term and Winter Term

In the introduction section, we briefly talk about the history of marketing and its importance in a globalized world. Moreover, we discuss topics like, for example, theoretical approaches, relationship marketing, and industry specific characteristics in this section (e.g., business-to-consumer, business-to-business, and service markets). The following sections about consumer behavior and market research cover the gathering of information within the marketing strategic triangle (i.e., buyer, seller, and competition). First, we discuss the SOR-model, selected behavioral constructs, and consumer decision-making. Second, we integrate these topics into the market research process by discussing methods of market research, questionnaire design, and data gathering. In the following strategic marketing section, market segmentation, targeting, and positioning play the most important role. Nevertheless, we shortly discuss other competitive strategies as well. At the end of the lecture, we take a brief outlook on marketing decisions (4 Ps) and international marketing. Especially the latter takes a European perspective on the topic. The lecture additionally uses in class discussions and case studies. A written exam will take place at the end of the semester.

1. Introduction to the marketing discipline
2. Consumer behavior and decision-making
3. Market research process
4. Strategic marketing matters

Literature

Homburg, C. (2016), *Grundlagen des Marketing-Managements*, 5th ed., Wiesbaden: SpringerGabler.

Kotler, P. and Armstrong, G. (2015), *Principles of Marketing*, 16th ed., Harlow: Pearson.

Kotler, P. and Keller, K. L. (2015), *Marketing-Management*, 15th ed., Boston: Pearson.

Meffert, H., Burmann, C. and Kirchgeorg, M. (2015), *Marketing*, 12th ed., Wiesbaden: SpringerGabler.

Marketing II: Marketing Operations and International Marketing

Bachelor / Undergraduate – 5 ECTS

Summer and Winter Term

Another important section of the marketing discipline—besides principles of marketing—is the implementation of marketing decisions (4 Ps). In the first part of the lecture, we discuss different policies about managing markets. In this context, we start with covering product policy, which contains of the shell model as well as a dynamic approach along the product life cycle. In pricing policy we discuss possibilities how to set prices (i.e., cost-, customer, and competition-based), and instruments of pricing. Main questions of distribution policy are acquisition of customers and intermediaries as well as logistics. Finally, in communication policy we address the appropriate configuration of a seller's communication messages and corresponding media use for its target groups. In the second part, we take an international look on marketing from a European perspective, that is, the coordination of country markets. While we start with the importance of international marketing and the concept of coordination, important topics in this part are going and being international. We discuss different management tasks that cover, for example, the market selection and market entry (going international), and decisions within ongoing marketing activities (being international). The lecture additionally uses in class discussions and case studies. A written exam will take place at the end of the semester.

Literature

Backhaus, K., Büschken, J. and Voeth, M. (2004), International Marketing, Houndmills: Palgrave.

Kotler, P. and Armstrong, G. (2015), Principles of Marketing, 16th ed., Harlow: Pearson.

Kotler, P. and Keller, K. L. (2015), Marketing-Management, 15th ed., Boston: Pearson.

Masterclass Management Science

Master / Graduate – 5 ECTS

Summer Term

Masterclass Management Science is a program to promote highly talented students. In particular the program focuses on potential future Ph.D. candidates and offers to make first experiences in a scientific working environment. Programming skills in common programming languages (e.g. AMPL, C, C++) are mandatory in order to participate successfully. Therefore, Masterclass Management Science addresses ambitious talents who have a high interest in science. The overall goal is to apply methods of operations research to real world optimization problems. Mathematical model formulations need to be developed to describe the relevant aspects of the problem at hand precisely. In a successive step the problem structure needs to be analyzed to construct and implement own algorithms to find feasible solutions to the problem. Computational studies need to be processed to measure the algorithms' performance. The students document their work by writing a scientific article about it in English. This paper will be sent to a scientific journal and suggested for publication. After the paper has been peer reviewed the students will receive a report.

Chair: <https://www.log.msm.uni-due.de/en/home/>

Political Culture and State-Society Interactions

Master / Graduate – 3 ECTS

Summer Term

This seminar examines recent development in state-society relations in both rural and urban areas. The focus lies on change and continuity of modes of interactions and the party-state's reform policies with regard to regional disparities and rising socio-economic tensions inside Chinese society. Based on several case studies this seminar analyses online and offline protests (and their recursive interlinkages) as well as their implications for Chinese politics; new modes of civil society self-organization (e.g. environmental NGOs) and the role of the party-state in coordinating and solving local conflicts.

In addition to the level of visible (inter-)actions, the seminar will also shed light on the ideational foundations of the PRC's political system and assess the impact of state philosophy on Chinese politics. This will include an in-depth reading of recent Chinese debates on governance philosophy and the PRC's future development paths under the fifth generation. Special attention will be paid to inner-party factionalism and the controversial debates between the Chinese New Left and the advocates of a neoliberal development path.

Examination

- Active participation + preparation of the reading materials
- Short presentation in class (+ handout)
- Final paper

Chair: <https://www.uni-due.de/in-east/school/>

Reading and Writing in Sociology Bachelor / Undergraduate – 2 ECTS

Summer and Winter Term

Practice your English with texts from Sociology. Students will read, write and above all discuss sociological themes. Emphasis will be on developing vocabulary and strengthening speaking skills. Students will also be encouraged to do some writing in support of their other courses. The teacher is a native speaker of English and understands German.

Seminar on China's Economy

Master / Graduate – 5 ECTS

Winter Term

Students will have an advanced understanding of the drivers of economic development in China and its integration into the global economic system. They learned to apply complex, non-standard theories to economic and business phenomena in China and discuss issues pertaining to current economic and management developments in China on an advanced level.

Chair: <https://www.china.msm.uni-due.de/en/home/>

Seminar on Japan's Economy

Master / Graduate – 3 ECTS

Summer Term

The seminar aims to apply previous study content in situations that occur in advanced fields of study or are relevant for professional activity. The following topics can be part of the seminar: academic writing (including citation and bibliography), literature search, exchange of experience concerning internship in Japan, the use of theory and critical discussion of current topics related to the Japanese Economy, quantitative methods (SPSS: data collection, data management, correlation, regression)

The content of the seminar changes according to the research at the Institute of East Asian Studies and the chosen topics of MA theses. Students get the opportunity to deepen the understanding of theories and methods applied in their field of study and will get acquainted with the recent research results. The objective of the research oriented seminar is to give the students guidance and continuous feedback for their thesis.

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Statistics for Econometrics (Review class of probability and statistics) Master / Graduate

Winter Term

This course conveys condensed basic statistical knowledge, which is assumed to be known in the lecture Econometrics (Master). Contents are e.g. random variables, expected value, variance, common and conditional distributions, as well as properties of estimators and hypothesis tests. It only covers topics that are part of the Statistics or Empirical Economic Research programs in the Mercator School of Management Bachelor programs. Participation is voluntary and is recommended to students whose bachelor's degree program has no corresponding lectures or for revision.

In the lecture Econometrics, the contents mentioned above are assumed to be known and will not be repeated.

Examination

No examination

Workload

4 hours lecture + exercises

The Chinese Society

Bachelor and Master – 3 ECTS

Summer Term

Students demonstrate a comprehensive understanding of the society of China and have developed the ability to analyze the society by applying advanced sociological theories and methods.

The focus of this module will be determined in accordance with the specialization of the professorship.

Examination

Semester accompanying examination (Oral presentation followed by written seminar paper)

Chair: <https://www.uni-due.de/in-east/school/>

The Development Issues of the Economies of East Asia

Bachelor and Master– 3 ECTS

Winter Term

The lecture provides a basic overview of important issues of the economic development of China, Japan, and Korea. It will draw connections to theoretical approaches explaining economic phenomena and to approaches explicitly developed for the East Asian context. A comparative view and transnational phenomena are considered where appropriate. It is part of the module “Disciplinary Approaches: East Asia in Economic Science (DA 2)”. The second part of the module will be taught in the second block of the semester (“Contemporary Challenges of the Economies in East Asia”).

Topics

- The economic history of Japan before 1945
- The economic history of post-war Japan
- The economic history of the Korean peninsula before the Korean War
- The economic history of post-Korean War North and South Korea
- Historic background of the Chinese economy before 1949
- Socialism, market system and reform in post-1949 China
- The challenges of growth, equity and development
- Structural features between natural endowments, cultural and path trajectories
- Innovation
- Money and finance
- The firm: organisation, corporate governance and networking
- Environment protection
- The role of national economies in the global economy
- Industrial policy
- Long term reform agenda

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

The Global Corporate Elite and its Opposition: Networks of Power and Resistance Bachelor / Undergraduate – 6 ECTS

Summer Term

This course features social network analysis in mapping the forces of "globalization from above" and "globalization from below", in the early 21st Century. The former include the large corporations that control much of the global economy but also political and cultural organizations involved in policy-planning, lobbying, mass media and social media and higher education. We will explore the research literature that characterizes the elites at the top of these institutions as a global corporate elite or transnational capitalist class. The latter, pressing for global justice, include a wide range of social movements, political parties, alternative media and solidarity-economy organizations whose practices span national borders. Thematically, we will explore how these top-down and bottom-up forces have developed in recent decades and how their agency informs political contention around such issues as transnational neoliberalism, global inequality and the climate crisis.

Chair: https://www.uni-due.de/soziologie/internationales_baplust_courses_2017.php

The Political System of Japan

Bachelor and Master – 6 ECTS

Summer Term

The aim of this module is to introduce students to the political system, political culture and international relations of Japan. Students shall gain insights into the structure and processes of Japan's political system and its underlying political culture. They will get acquainted with the formulation and foci of Japan's foreign policy as well as with Japan's integration in the international system. After completing this module, students shall be able to understand and evaluate political developments on the domestic and international level within a Japanese context.

1. Theoretical approaches to the study of the political system and Political processes in Japan
2. Institutional setting
3. Decision making
4. Japanese political culture in relation to the political process

Chair: <https://www.uni-due.de/in-east/school/>

Topical Issues of the Korean Economy and Business Management

Bachelor and Master – 3 ECTS

Winter Term

This course is designed for students who have no prior knowledge of Korea or Korean language. Basic understanding of economics and social science may be helpful to understand each session's specific topics, but is not mandatory.

As the presentations of guests and their discussion are the core of the seminar, attendance is mandatory.

Within the first sessions, students choose a topic from the list of topics provided for their seminar paper. At the end of the first semester block, they are to give short presentations about their respective seminar paper topics. The presentations should not only help students gain confidence in presenting their own work in English, but also serve as a chance to get feedback on their intended topical focus and reasoning for the seminar paper. The final paper is to be handed in by the end of the semester and accounts for 75% of the total grade. The presentation accounts for 25% of the total grade.

Presentation (middle of term): 25% Seminar Paper (end of term): 75%

Relevant literature will be provided to you in the download area of the Chair's website. Students are expected to read these texts thoroughly before each session.

6 credit points for the entire module "Contemporary Issues of Korea" (3 credit points for "Introduction to the Korean Economy and Society" + 3 credit points for "Topical Issues of the Korean Economy and Business Management")

Chair: <https://www.japkor.msm.uni-due.de/en/home/>

Topics in Applied Econometrics

Postgraduate – 6 ECTS

Winter Term

Part I: Linear Regression

Part I will be closely based on: Wooldridge (2013) Introductory Econometrics: A Modern Approach.

Part II: Evaluation of Treatments and Reforms

Part II will introduce some methods that are nowadays widely used to infer the causal effects of treatments or reforms. For each method we will discuss when this method may be applied, advantages, requirement, and how it works. We will look at an empirical application from the literature for each method to get a better understanding for which kind of question the method may be used and how results are to be interpreted. Part of the content of part II is as well covered by Wooldridge (2013). Reference to more advanced textbooks and papers will be given in class.

We will train the practice of empirical work by implementing some applications using Stata!

Chair: <https://www.qmw.msm.uni-due.de/startseite/>

Topics in International Economics

Master / Graduate – 5 ECTS

Summer Term

The idea of this class

We will discuss selected milestones in the international trade literature (but not all). The goal is to make students familiar with scientific publications and critically discuss them.

In the first part of this lecture, We will introduce basic concepts on workhorse models in the field that are necessary to understand the academic papers.

Grading: Consists of two parts, (i) a short written exam (50%) and (ii) a presentation of a seminal published paper (50%)

Literature

The lecture is based on papers that are available on Moodle. Please read them! Students are also invited to use standard textbooks. There are not many graduate trade textbooks, one example is:

Robert C. Feenstra (2004): Advanced International Trade – Theory and Evidence, Princeton University Press.

Roadmap

1. Increasing returns to scale (New trade theory): Krugman (1979, 1980)
2. Heterogeneous firms ('New' new trade theory): Melitz (2003)
3. Empirical application: The gravity equation
4. Exports versus FDI: Markusen, Venables (2000); Helpman, Melitz, Yeaple (2004)
5. Globalization and Inequality: Feenstra, Hanson (1996, 1999)
6. Grossman, Rossi-Hansberg (2008)

Chair: <https://www.vwl.msm.uni-due.de/en/home/>

Topics in Labor Economics

Master / Graduate – 5 ECTS

Summer Term

Description

Wages, employment, and education are key aspects for the wellbeing of most individuals in an economy and labor market policy is an important part of economic policy. This course deals with the economic analysis of labor markets. The course covers topics like labor supply, labor demand, investment into human capital, unions, unemployment, or discrimination. Students become acquainted with the standard tools for labor economics and they learn to apply them to real world problems. The course is based on both microeconomic theory and empirical contributions.

The course consists of lectures and of the discussion of problems and research papers. Students are required to read three research papers, to prepare the answer to one question on each of the three papers, and to actively participate in the discussion. To successfully participate in this course, you need to be familiar with the standard tools of microeconomic theory and econometrics.

Learning Targets

After successful completion of this course students will be acquainted with the standard tools for labor economics and will have extended their skills in applying theoretical and econometric methods. Furthermore, they will have a good understanding of the labor market including current labor market policies in Germany. Moreover, they will be able to understand recent research papers in labor economics.

Literature

Borjas, G. J. (2012) Labor Economics, 6th edition.

Cahuc, P., S. Carcillo, and A. Zylberberg (2014) Labor Economics, 2nd edition.

Franz, W. (2013) Arbeitsmarktökonomik, 8th edition.

Chair: <https://www.qmw.msm.uni-due.de/en/startseite/>

Transnational Relations of East Asia

Bachelor and Master – 3 ECTS

Winter Term

The growing economic power and influence of East Asia make it a fascinating area of study. The region has transformed from the economic devastation wrought by wars, together with later financial crisis, to the recognized center of gravity in the world economy. China, Japan and South Korea comprise an estimated 26% of the global economy (IMF 2018). Despite ongoing competitions, cooperation has emerged and proliferated. The force of a global economic marketplace has tied the fates of numerous countries in and out of the regions together. The proliferation of both multilateral and bilateral trade and investment agreements as well as regional production networks has been one of the most important recent trends in the region's transnational relations. To better understand transnational economic relations in East Asia, this course will introduce economic theories on trade and regional economic integration, will analyze the cost and benefit of various types of trade policies, and will explain the political economy of the relevant government policies.

Exam

Presentation and Take-home Assignments

Suggested Textbook

International Economics: Theory and Policy, by *Paul R. Krugman, Maurice Obstfeld, and Marc Melitz*. Pearson Publishing.

Chair: <https://www.uni-due.de/in-east/>

Transnational Social Movements, Protest Dynamics and Social Change

Bachelor / Undergraduate – 5 ECTS

Summer Term

This seminar introduces students to theoretical and empirical approaches towards studying the recent upsurge in transnational social movements, its causes, patterns and consequences. Case studies will cover movements in issue areas such as environment, climate change, social justice, resource extraction, economic policy and gender relations. While much of the work on global and transnational social movements has focused on progressive and left-leaning activism, the seminar will also explore the global right-wing and its forms of action in regions such as Europe, North America and Latin America. We will examine the ways in which local social movements - such as those situated in the Ruhrgebiet and in other regions of Germany - are connected to global networks and processes of mobilization, and how these linkages affect the patterns and consequences of mobilization. The seminar alternates between lectures, discussions and group work to prepare presentations and other relevant contributions to the course.

Chair: https://www.uni-due.de/soziologie/internationales_baplus_courses_2017.php

Wirtschaftsenglisch (Business English)

Bachelor / Undergraduate – 6 ECTS

Summer and Winter Term

The E2 module Business English is part of the bachelor program Business Administration and can only be selected by students of this course. The whole 8 credit module consists of linked lecture/seminar elements amounting to 5-6 hours per week. Examination stretches over the course of the semester in the form of smaller elements; please check the respective course outline in the lecture descriptions for details. The module can be completed within one semester or stretched over two semesters.

The test contains exercises dealing with listening and reading skills, spelling, grammar and vocabulary.

Chair: <https://www.css.msm.uni-due.de/en/courses/>

German Language Courses

Winter Program

Summer Program

The university offers German language courses free of charge along the terms for all international students. We recommend all our international incomings to take the opportunity and attend German language courses. Such courses enable our Mercator incomings to meet other international students from different disciplines and to immerse fully into the German culture.

Participants are required to take part in a placement test, which will be held prior to the course start. All information concerning the placement test will be made available during the application process.

Courses are offered on the following levels:

German Language for Short Term Studies

DAF0 – Deutsch A1

DAF2 – Deutsch A2

DAF6 – Deutsch B1/1

DAF8 – Deutsch B1/2

DAF10 – Deutsch B2/1

DAF12 – Deutsch B2/2

DAF14 – Deutsch C1/1

DAF14 – Deutsch C1 kompakt



German Language for Short Term Studies

Bachelor and Master – 6 ECTS

Summer Term

The course is designed for students with no or very little previous knowledge of the German language. Students learn how to make simple enquiries in speaking and writing, and to give instructions. They learn basic communication tools that enable unsophisticated communication in everyday situations (like introducing yourself, ordering in a cafe, buying food ...), build on their basic grammar skills and increase their vocabulary.

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DAFO – Deutsch A1

Bachelor and Master – 4 ECTS

Summer and Winter Term

Language actions

- understanding numbers, names and locations
- introducing oneself and others
- orientation in a city
- telling the time and the time of the day
- ordering food and beverages
- buying groceries
- filling in official forms
- writing a short e-mail

Linguistic structures

- definite and indefinite articles
- negative and possessive articles
- Präsens
- statements and questions
- pronouns
- negation
- modal verbs können, möchten, mögen
- prepositions of place
- nominative and accusative
- plural
- past simple of sein and haben

Final exam

Listening comprehension 25%, reading skills 25%, text production 25%, active participation 25%.

For passing the final exam you have to gain at least 40% of the points in each of the four parts and at least 60% of the points in total.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=293125&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>

DAF2 – Deutsch A2

Bachelor and Master – 8 ECTS

Summer and Winter Term

Language actions

- reading and writing a CV
- talking about one's free time and cultural activities
- leading conversations in a bank
- talking about wishes and unreal conditions
- talking about work activities, holiday
- leading business conversations on a phone

Linguistic structures

- separate-prefix verbs
- reflexive verbs
- genitive
- past simple
- causal clauses
- conditional clauses
- object clauses
- Konjunktiv II
- verbs with prepositional case

Final exam

Listening comprehension 25%, reading skills 25%, text production 25%, active participation 25%.

For passing the final exam you have to gain at least 40% of the points in each of the four parts and at least 60% of the points in total.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292769&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>

DAF6 – Deutsch B1/1

Bachelor and Master – 4 ECTS

Summer and Winter Term

Sprachliche Handlungen

- den Tagesablauf beschreiben, über Tätigkeiten sprechen
- auf eine Einladung reagieren
- über Berufsalltag, - leben sprechen
- Termine vereinbaren
- nach Informationen suchen
- über verschiedene Medien sprechen
- Produkte und Eigenschaften beschreiben
- einen persönlichen Brief schreiben
- eigene Meinung formulieren

Sprachliche Strukturen

- Infinitivsätze
- Konjunktiv II (Höflichkeit, Wunsch, Aufforderung)
- Komparativsätze
- Futur I
- Reflexivverben
- Relativpronomen im Dativ und mit Präpositionen
- Passiv, Modalverben (Wiederholung)

Klausur

Hörverstehen 23%, Leseverstehen 23%, Textproduktion 31%, aktive Mitarbeit 23%.

Zum Bestehen der Prüfung müssen mindestens 40 Prozent pro Teilfertigkeit und 60 Prozent insgesamt erreicht werden.

Link: [https://campus.uni-](https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292767&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung)

[due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292767&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung](https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292767&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung)

DAF8 – Deutsch B1/2

Bachelor and Master – 4 ECTS

Summer and Winter Term

Sprachliche Handlungen

- übers (Sprachen)lernen/Schulzeit berichten/diskutieren
- Gründe und Folgen nennen
- über Verkehr/Urlaub berichten/diskutieren
- über Gefühle sprechen/Ratschläge geben
- Charaktere beschreiben
- Berichte im Restaurantführer verstehen
- sich über Essgewohnheiten unterhalten
- einen formellen/halbformellen Brief schreiben
- einen kurzen Bericht schreiben
- eigene Meinung formulieren

Sprachliche Strukturen

- Demonstrativpronomen (der-, die-, dasselbe)
- Finalsätze
- Kausalsätze
- Temporalsätze
- Präpositionen mit Genitiv
- Plusquamperfekt

Klausur

Hörverstehen 23%, Leseverstehen 23%, Textproduktion 31%, aktive Mitarbeit 23%.

Zum Bestehen der Prüfung müssen mindestens 40 Prozent pro Teilfertigkeit und 60 Prozent insgesamt erreicht werden.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292771&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>

DAF10 – Deutsch B2/1

Bachelor and Master – 4 ECTS

Summer and Winter Term

Sprachliche Handlungen

- über Schulzeit und Ausbildung berichten
- einen ausführlichen Lebenslauf schreiben
- einen Lesebrief verfassen
- sich mündlich und schriftlich beschweren
- über interkulturelle Unterschiede diskutieren
- über Arbeit und Studium sprechen

Sprachliche Strukturen

- Rektion der Verben
- Verben mit präpositionalem Kasus

Klausur

Hörverstehen 23%, Leseverstehen 23%, Textproduktion 31%, aktive Mitarbeit 23%.
Zum Bestehen der Prüfung müssen mindestens 40 Prozent pro Teilfertigkeit und 60 Prozent insgesamt erreicht werden.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292768&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>

DAF12 – Deutsch B2/2

Bachelor and Master – 4 ECTS

Summer and Winter Term

Sprachliche Handlungen

- über Freizeitaktivitäten diskutieren
- über Politik diskutieren
- einen Kurzvortrag (eine Präsentation) halten
- über Technik sprechen
- über Gesundheit sprechen
- Grafiken beschreiben

Sprachliche Strukturen

- Subjektive Bedeutung der Modalverben
- Konjunktiv I
- Modalangaben
- erweiterte Partizipien
- Nomen-Verb-Verbindungen
- Passiversatzformen

Klausur

Hörverstehen 23%, Leseverstehen 23%, Textproduktion 31%, aktive Mitarbeit 23%.

Zum Bestehen der Prüfung müssen mindestens 40 Prozent pro Teilfertigkeit und 60 Prozent insgesamt erreicht werden.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292917&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>

DAF14 – Deutsch C1/1

Bachelor and Master – 4 ECTS

Summer and Winter Term

Sprachliche Handlungen

- Stellungnahme verfassen
- Kritik üben
- satirische Texte verstehen
- über Energieverbrauch, Stress/Humor/Erfolge(Niederlage) diskutieren
- einen Vortrag halten
- eine Grafik beschreiben

Sprachliche Strukturen

- Adjektive mit präpositionalem Kasus
- Präpositionen mit Genitiv
- Partizipialattribute
- Modalverben in Vermutungsbedeutung

Klausur

Hörverstehen 28%, Leseverstehen 28%, Textproduktion 28%, aktive Mitarbeit 16%.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=292773&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>

DAF14 – Deutsch C1 kompakt Bachelor and Master – 8 ECTS

Summer and Winter Term

Sprachliche Handlungen

- Stellungnahme verfassen
- Kritik üben
- Fachsprache und Wissenschaftssprache verstehen und verwenden
- einen (Fach-) Vortrag halten
- eine Grafik beschreiben
- eine Diskussion leiten und strukturieren
- ein Interview führen

Sprachliche Strukturen

- Adjektive mit präpositionalem Kasus
- Präpositionen mit Genitiv
- Partizipialattribute
- Modalverben in Vermutungsbedeutung
- Nominalisierungen
- Nomen mit Präpositionen

Klausur

Hörverstehen 28%, Leseverstehen 28%, Textproduktion 28%, aktive Mitarbeit 16%.

Link: <https://campus.uni-due.de/lsf/rds?state=verpublish&status=init&vmfile=no&publishid=296889&moduleCall=webInfo&publishConfFile=webInfo&publishSubDir=veranstaltung>



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Student Assistants



Each semester, student assistantships are assigned to highly committed MSM students. These students get the unique chance to strengthen their intercultural competences by working in the field of international affairs. Their tasks range from simple administrative and organizational work to mentoring and guiding our incoming internationals. Student assistants also look after Mercator's outgoing students who always welcome a contact point at eye level.

Study Abroad at MSM

1. Get
nominated by
your home
institution

2. Apply online
at UDE/MSM and
choose your
courses

3. Receive the
Acceptance
Letter and apply
for student
dorms*

4. Arrive in
Duisburg and
join the
orientation
days

5. Enjoy your
time at Mercator
with many other
internationals!



*Student dorms might be available for one semester only. Prices for student dorms range from 250 to 420 Euro a month. We offer different options for Short Term Study students (e.g. hotel accommodation incl. breakfast for ~39 Euro per night). Prices may change.

Studying abroad is a very unique experience to discover other cultures and gain important benefits! The classes at the Mercator School of Management will challenge you; in a good sense of education. You have to think out of the box and you will gain so much knowledge from cognate disciplines as well. I took business and language lectures and they did not give me boring or only theoretical, but very practical information. I learned many important things about business and strategies. My favorite classes were *Contemporary History of East Asia* and the *Business English Refreshers' Course*.

During my exchange I met many international students and we had so much fun together! We were preparing traditional meals from our home countries and cultures; we were also playing some games and trying to learn traditional dances! I definitely felt the real souls of those cultures. I am pretty sure that we will always keep in touch because we shared thousands of good memories together. I even met my best friend here; a Korean girl from Chung-Ang University. She has already visited me in my home country and I will visit her in Seoul one day! There are many carnivals in Germany that you can attend and have fun with your friends. Cologne Festival was my favorite one! However, the best thing about being an exchange in Germany is the Christmas Market where you can get some delicious foods and drinks like this awesome *Glühwein*! Each city has its own Christmas Market. I went to those wonderful shiny squares with decorated Christmas trees so many times, and I will definitely come back to visit one of the markets again! During my exchange, I traveled a lot! Germany is perfectly located and surrounded by many European countries you must see. It is easy and cheap to travel to other countries and I can definitely recommend France, Netherlands, Slovakia, Austria, Czech Republic, Hungary and Poland.

During my exchange, I discovered new strengths and challenges and they helped me to develop my personal skills. My coordinator and my buddy always supported me, they tried to solve my problems immediately and I owe them lots of thanks. I feel so lucky about my exchange in Germany. I know that was a turning point in my life. I got incomparable opportunities which have changed all my perspectives. A bee needs a rich forest to make honey and for an exchange student, Germany is a rich forest I can say!

Esra Yilmaz – Canakkale Onsekiz Mart University, Turkey
Mercator Exchange Student Winter 2017/2018



China



- Chu Hai College of Higher Education (CHC), Hong Kong
- Hong Kong Baptist University (HKBU), Hong Kong
- Lingnan University (LU), Hong Kong
- Fudan University (FU), Centre for European Studies, Shanghai
- Huazhong University of Science and Technology (HUST), Wuhan
- Wuhan University (WU), Wuhan

European Union



- Université Catholique de Louvain, Louvain-la-Neuve, Belgium
- Tomas Bata University, Zlin, Czech Republic
- University of Southern Denmark, Esbjerg, Sonderborg and Odense, Denmark
- Groupe ESC Troyes, Champagne School of Management, Troyes, France
- Jean Moulin Lyon III University, Lyon, France
- University of Montesquieu-Bordeaux IV, Bordeaux, France
- Paris-Sorbonne University, Paris IV, France
- Pôle Universitaire Leonard de Vinci, Paris, France
- Università degli studi di Firenze, Florence, Italy
- Università degli studi di Padova, Padova, Italy
- Roma Tre University, Rome, Italy
- Mykolas Romeris University, Vilnius, Lithuania
- Kielce University of Technology, Kielce, Poland
- Silesian University of Technology, Gliwice, Poland
- Warsaw School of Economics (SGH), Warsaw, Poland
- Universidade Técnica de Lisboa, Lisbon, Portugal
- Politehnica University of Bucharest, Bucharest, Romania
- Universidad de Granada, Granada, Spain
- Universidad de León, León, Spain
- Universidad Europea del Atlántico, Santander, Spain
- Universidad Pablo de Olavide, Sevilla, Spain
- Universidad San Jorge, Zaragoza, Spain
- Universidad Miguel Hernández, Elche, Spain
- University of Borås, Borås, Sweden
- Växjö University, Växjö, Sweden
- HAN University of Applied Sciences, Arnhem, The Netherlands
- Radboud University, Nijmegen, The Netherlands
- Canakkale Onsekiz Mart University, Canakkale, Turkey
- Sabanci University, Istanbul, Turkey

India



- Peoples Education Society (PES) - Institute of Technology, Bangalore

United States



- American University (AU), Washington Semester, Washington, D.C.
- Arkansas State University (ASU), Jonesboro, Arkansas
- Brigham Young University (BYU), Provo, Utah
- California State University (CSUMB), Monterey Bay, California
- Colorado State University (CSU), Pueblo, Colorado
- Indiana University of Pennsylvania (IUP), Indiana, Pennsylvania
- Georgia Institute of Technology (GIT), Atlanta, Georgia
- Lehigh University (LU), Iacocca Institute, Bethlehem, Pennsylvania
- Mississippi State University (MSU), Starkville, Mississippi
- St. Martin's University (SMU), Lacey, Washington
- University of California (UC), Berkeley, California
- University of Colorado at Colorado Springs (UCCS), Colorado Springs, Colorado
- University of Illinois at Urbana-Champaign (UIUC), Champaign, Illinois
- University of New Mexico (UNM), Albuquerque, New Mexico
- University of Northern Iowa (UNI), Cedar Falls, Iowa
- Western Washington University (WWU), Bellingham, Washington

Korea



- Chung-Ang University, Seoul
- Pusan National University, Pusan
- Seoul National University, Seoul

Russia



- Plekhanov Russian Academy of Economics, Moscow

Kazakhstan



- al-Farabi Kazakh National University (KAZNU), Almaty
- Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), Almaty
- Kazakh British Technical University (KBTU), Almaty

Japan



- Doshisha University, Kyoto
- Dokkyo University, Soka
- Sophia University, Tokyo

Contact and Campus Information

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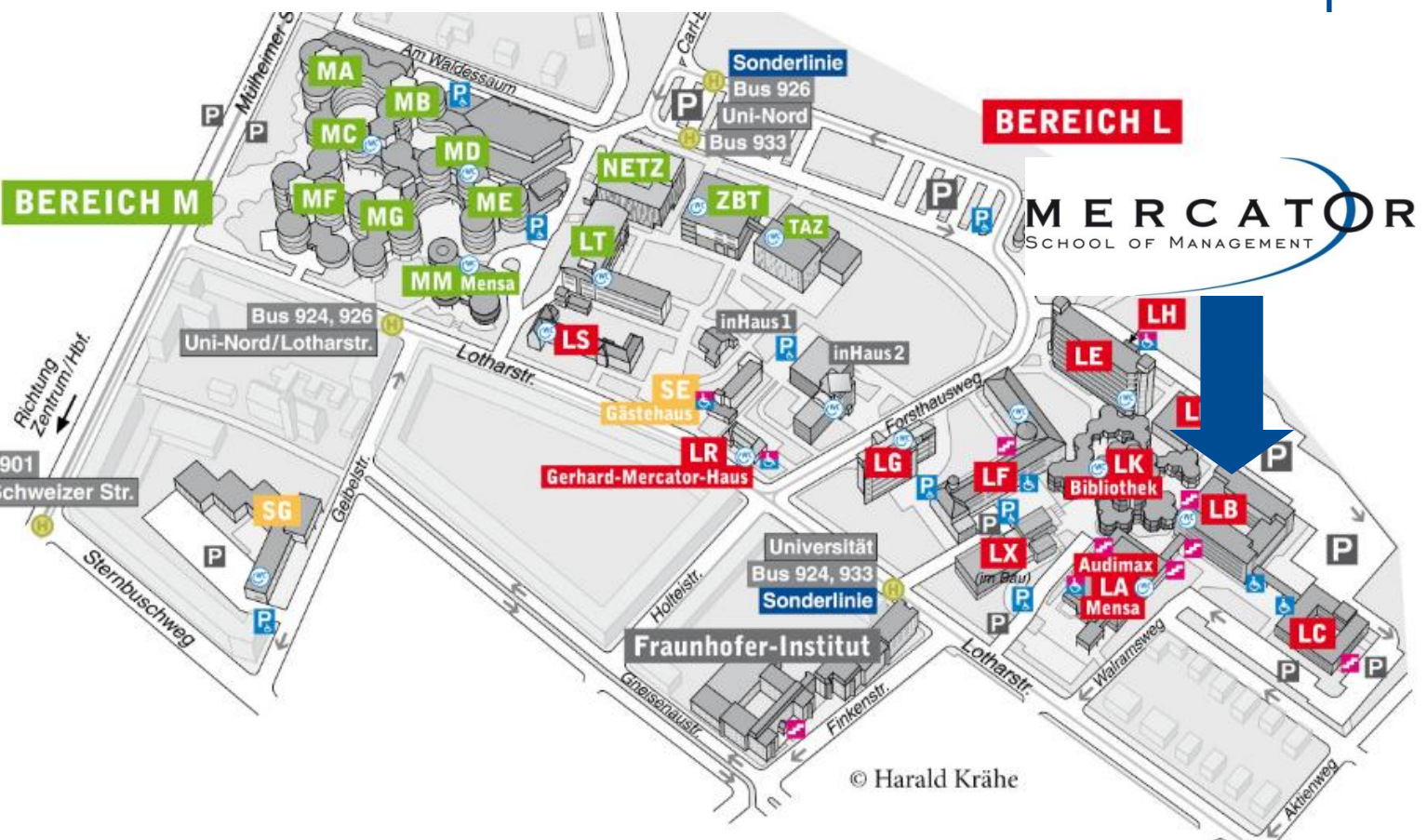
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Campus Map





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