

Valid from 2025.FS

Module description: Economics		
Module Code	w.BA.XX.1Ec-IM.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	The module imparts general economic knowledge and gives students an introduction to microeconomics and macroeconomics. It covers basic microeconomics and macroeconomics models.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Esther Kaiser	
Deputy Module Coordinator	Benedikt Zoller-Rydzek	
Program and Specialization	<ul style="list-style-type: none"> International Management 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase First Year-Studies
Prerequisite Knowledge	<ul style="list-style-type: none"> International Environment of Business Quantitative Analysis in Business 	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> Knowing and Understanding Content of Theoretical and Practical Relevance Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> explain micro- and macro-economic phenomena using simple and medium-complexity models. interpret concepts in economics as well as explain their limitations. analyze current events, the economic situation, and economic policy using macro- and micro-economic principles and concepts. make judgments using sound economic knowledge. critically examine current events and economic policy within a broader economic context. verbalize economic relationships by means of micro- and macroeconomic context. work independently in guided and autonomous self-study. 	

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Module Content	<ul style="list-style-type: none">• Supply and demand model• Pricing mechanism in market economics• Cost theory• Different market forms• Open-economy macroeconomics• Aggregated demand and aggregated supply• Monetary and fiscal policy																																							
Links to other modules	This module is linked to the following modules:																																							
Digital Learning Resources	<ul style="list-style-type: none">• Multiple Choice Tests																																							
Methods of Instruction	<ul style="list-style-type: none">• Interactive Instruction• Exercises• Lecture• Powerpoint presentation			Social Settings Used: <ul style="list-style-type: none">• Individual Work																																				
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>56 h</td><td>56 h</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>56 h</td><td>56 h</td><td colspan="2">68 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	-	-			Small Class	56 h	56 h			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	56 h	56 h	68 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written exam</td><td>closed book</td><td>60</td><td>100.00</td></tr><tr><td colspan="2">Permitted Resources</td><td>Spec. calculator acc. to leaflet "Utilities"</td><td colspan="2">With dictionary</td></tr><tr><td colspan="5"></td></tr><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>-</td><td>-</td><td>-</td><td>-</td><td>-</td></tr></table>					End-of-module exam		Form	Length (min.)	Weighting	Written exam		closed book	60	100.00	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary							Others	Assessment	Format	Length (min.)	Weighting	-	-	-	-	-					
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Classroom Attendance Requirement	None																																							
Compulsory Reading	<ul style="list-style-type: none">• Mankiw, G. & Taylor, M. (2019). Economics. 5th edition. Andover: Cengage Learning. ISBN 978-1473725331.																																							
Recommended Reading																																								
Comments	Additional recommended reading and exercises are available on Moodle.																																							