Book of Modules for the one-year Master of Science in Corporate Management & Economics (1y MSc CME)
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<thead>
<tr>
<th>Module 212042</th>
<th>Advanced Applied Econometrics</th>
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<td><strong>MSc CME</strong></td>
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</table>

### Content

The course builds on bachelor courses in statistics and empirical methods and focuses on topics beyond simple regression analysis. It covers topics from panel analysis as well as time series econometrics. It includes the random effects and fixed effects estimators for panel data and ARMA, VAR and GARCH models for time series data. The theoretical content is accompanied by practical applications using the software R.

### Learning Outcome

After completion of the course, students are able to

- critically comment on the standard assumptions of the classical regression model (OLS);
- describe estimation methods and interpret the outcome of econometric models for panel and time series data;
- understand and apply univariate time series models (ARMA models) and vectorautoregressive (VAR models) to practical problems;
- apply fixed and random effects models to real cases.

### Literature


# Module 12344 | Advanced Methods

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## Content

The module "Advanced Methods" consists of the attendance of two method workshops on different topics. The combination is arbitrary, as long as the workshops (No. 123241-44) are declared accordingly. Between one and four workshops are regularly offered per semester.

Exemplary contents are the following:
- Advanced Qualitative Methods
- Online surveys
- Field Experiments
- Agent Based Modeling
- Causal Inference
- Web Scraping
- Machine Learning

## Qualification Objectives

Students learn about innovative and advanced social science survey and analysis methods and can critically reflect on their use.

## Literature

Cf. the information in the specific workshop.

## Courses in the module

<table>
<thead>
<tr>
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<th>hours per week</th>
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Major Phase | Elective Modules

Interdisciplinary Subject: Family Business

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Teaching form
- Seminar
- Group work

Event type
- Mandatory ☐
- Elective ☒

Duration
- 1 semester

Rotation
- annually ☒ by semester ☐

Examinations
- presentation
- Homework

Scope and Length of Examinations
- Presentation: approx. 15 slides
- term paper: approx. 30 pages

Module Responsibility with
- Prof. Dr. Reinhard Prügl
  Chair for Innovation, Technology & Entrepreneurship at the Friedrichshafen Institute for Family Business | FIF

Performance level
- Basics ☐
- Deepening ☐
- Specialization ☒

Participation requirements
- Basic knowledge in business administration

Use of Module
- Major Phase MSc CME, MA GEMA

Content
With around three million companies, family businesses are the mainstay of the German economy. The development in other German-speaking countries is correspondingly evident. They are characterized, among other things, by their long-term corporate strategies, their roots in the region and their high value orientation. On the other hand, family businesses struggle with special challenges such as a certain danger of stagnation (‘winners curse’), challenges in the area of attracting highly qualified employees and possible conflicts in the generation change. The previous focus of research approaches at German universities has already developed important approaches to the current strategic and operational challenges of family businesses, which need to be further intensified. Both theoretical work and empirical analyses will be highlighted.

Qualification Objectives
Students learn to independently penetrate and question current scientific research on family businesses, to work on their own questions and then to apply the findings accordingly.

Literature
Current papers, books and case studies on the topic of family businesses

Courses in the module

<table>
<thead>
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<th>ECTS</th>
<th>hours per week</th>
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<tr>
<td>LV 242122-6</td>
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Module 242051-6 | Family Governance

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<td>presentation</td>
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<td>Scope and Length of Examinations</td>
<td>Written exam: 90 minutes</td>
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<td>term paper: approx. 30 pages</td>
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<td>Chair for Innovation, Technology &amp; Entrepreneurship at the Friedrichshafen Institute for Family Business</td>
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Content

With around three million companies, family businesses are the mainstay of the German economy. The development in other German-speaking countries is correspondingly evident. They are characterized, among other things, by their long-term corporate strategies, their roots in the region and their high value orientation. On the other hand, family businesses struggle with special challenges such as a certain danger of stagnation ('winners curse'), challenges in the area of attracting highly qualified employees and possible conflicts in the generation change. The previous focus of research approaches at German universities has already developed important approaches to the current strategic and operational challenges of family businesses, which need to be further intensified. Both theoretical work and empirical analyses will be highlighted.

Qualification Objectives

In particular, the focus is on corporate governance, strategy, law and taxes, financing and responsibility in the context of family businesses. Students learn to independently penetrate and question current research in these areas in the context of family businesses and then apply it accordingly.

Literature

Recent papers, books and case studies on the topics in the context of family businesses.

Courses in the module

<table>
<thead>
<tr>
<th>LV 242051-6</th>
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<th>ECTS</th>
<th>hours per week</th>
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**Module 242053-6 | Family Business Current Issues**

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**Teaching form**
- Seminar
- Group work

**Event type**
- Mandatory ☐
- Elective ☒

**Duration**
- 1 semester

**Rotation**
- annually ☒ by semester ☐

**Examinations**
- Examination
- presentation
- Homework

**Scope and Length of Examinations**
- Written exam: 90 minutes
- Presentation: approx. 15 slides
- term paper: approx. 30 pages

**Module Responsibility with**
Prof. Dr. Reinhard Prügl
Chair for Innovation, Technology & Entrepreneurship at the Friedrichshafen Institute for Family Business | FIF

**Performance level**
- Basics ☐
- Deepening ☐
- Specialization ☒

**Participation requirements**
Basic knowledge in business administration

**Use of Module**
Major Phase MSc CME, MA GEMA

**Content**
The module addresses current issues, topics and problems in family business and gives students the opportunity to develop their own ideas about problem constitution and possible problem solutions or solution strategies through discourse and debate.

**Qualification Objectives**
Within the scope of the module, students expand their theoretical, methodological and empirical knowledge in the field of Family Business by selected current aspects. Students learn to transfer theoretical approaches to practical applications and to apply methodological knowledge in the development of their own case studies and independent solution proposals. In doing so, they practice representing normative positions in current debates.

**Literature**
Recent papers, books and case studies in the context of family businesses.

<table>
<thead>
<tr>
<th>Courses in the module</th>
<th>ECTS</th>
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Interdisciplinary Subject: Leadership & Relational Societies

Module 242123-6 | Relational Economics

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<td>Chair of Institutional Economics</td>
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Content
Researchers from different disciplines are increasingly dealing with the topic of relational economics and thus with the question of which challenges for economic theory formation result from the value creation processes of modern and global economic systems. The central starting point of relational economics is the recognition that the essential source of value creation is the continuation of economic transactions. In relational societies, organizations are vehicles through which economic transactions are carried out.

Stakeholders from different sectors contribute their resources to the joint project with the common goal of creating shared value for the stakeholders. In this context, the stakeholders are integrated into value networks that are part of local clusters and act as part of global value chains. Critical elements in this context are the governance of social normativity as well as corresponding mechanisms of global and intersectoral value creation with regard to the cooperative productivity of intra- and interorganizational global networks, the necessary intersectoral stakeholder management, and a relational and transcultural leadership approach.

These themes indicate a shift in emphasis from discrete market transactions as the traditional subject of economic discourse to relational transactions.

Qualification Objectives
Students should understand the theoretical foundations of Relational Economics and be able to deal with them in an application-oriented manner. On the one hand, this involves recognizing and being able to further develop theoretical connections of modern economies in their social context. On the other hand, students should be able to apply the corresponding governance mechanisms such as Relational Governance, Relational Contracting or Transcultural Leadership in practice. They should also understand the societal impact of changes in value chains and find appropriate solutions.

Literature

Courses in the module

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<tr>
<th>LV 242123-6</th>
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Module 242124-6 | Governance of Value Networks

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| Module Responsibility with | Prof. Dr. habil. Josef Wieland  
Chair of Institutional Economics  
Director Leadership Excellence  
Institute Zeppelin | LEIZ |
| Performance level | Basics ☐  
Deepening ☐  
Specialization ☒ |
| Participation requirements | - |
| Use of Module | Major Phase MSc CME, MA GEMA |

Content
Value creation increasingly takes place in intra-, inter- and extra-firm networks, which are significantly determined by a lead firm. These production and service networks are primarily characterized by close and constantly recurring relational transactions. These relational transactions are not so much carried out between separate organizations (such as barter transactions), but are embedded in this network of individual and collective actors from the fields of economics, politics and civil society. The productive handling of diversity in its many forms becomes a critical resource for success. The transcultural approach describes success factors of cooperation in cross-cultural and cross-sectoral networks. This also includes cooperation across departments within an organization. Actors evaluate their transactions on the basis of different decision-making logics, which also reflect their individual preferences. In addition, decisions are influenced by the respective environment at the macro, meso and micro levels. It is now central to use these differences productively with the help of suitable governance mechanisms in order to be able to generate relational pensions. In this context, not only the mutual betterment of the actors plays a central role, but also the social legitimacy of the overarching project.

Qualification Objectives
Students should understand the theoretical foundations of value networks. The connection between local clusters and global value creation networks plays a crucial role. Above all, finding suitable governance mechanisms is a central component for the success of value creation in these networks. Likewise, students should gain knowledge of how organizations can productively integrate resources from the stakeholder network into value creation processes.

Literature
Module 242111-6 | Advances in Behavioral Ethics

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Content
Since the last financial and economic crisis and the numerous scandals involving companies (e.g. Enron, Worldcom, Volkswagen), banks (e.g. Libor scandal) or individuals (e.g. Madoff, Adoboli), questions about (dis)honesty are once again receiving a lot of attention. Dishonesty subsumes behaviors such as lying, cheating, deceiving, data manipulation, etc. But why do people behave honestly or dishonestly? What are the conditions that promote dishonesty? How can honesty be promoted? There are various attempts to answer this question, from economics, philosophy and psychology. In the course, these different perspectives, the underlying concepts of human nature, and especially the implications of these different approaches for the understanding of honesty (and why people behave more honestly or dishonestly) will be deepened by means of current empirical research studies, which will be read weekly. The examination requirement will be in the form of a presentation during the semester and a written exam on the course content at the end of the semester. Regular attendance and thorough reading of articles is also expected.

Qualification Objectives
The students
- acquire knowledge about important perspectives and determinants of dishonesty;
- are sensitized to psychological and situational factors that influence dishonesty;
- expand methodological knowledge in the field of empirical research.
- learn to apply research findings to their own everyday and practical examples.

Literature
Original literature from international journals.

Courses in the module

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<tr>
<th>LV 242111-6</th>
<th>Advances in Behavioral Ethics</th>
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Module 242141-6 | Sustainable Transport Policy

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<th>1st-2nd semester</th>
<th>3 hours per week</th>
<th>6 ECTS</th>
<th>Contact time/self-study (in h): 36/114</th>
</tr>
</thead>
</table>

Teaching form: Seminar

Event type: Mandatory ☐ Elective ☒

Duration: 1 semester

Rotation: annually ☒ by semester ☐

Examinations:
- Seminar: 1st semester
- Exam: 2nd semester

Scope and Length of Examinations:
- Presentation: 20 minutes
- Term paper: 10-15 pages

Module Responsibility with:
Prof. Dr. Alexander Eisenkopf
ZEPELIN Chair of Economic and Transport Policy

Performance level:
- Basics ☐
- Deepening ☐
- Specialization ☒

Participation requirements:
Knowledge of microeconomics at the bachelor’s level

Use of Module:
Major Phase MSc CME, MA GEMA

Content:
- Transport Economics: Modern Concepts and Applications
- Infrastructure and its importance for the development of mobility
- Financing and institutional framework for the provision of infrastructure
- Externalities of Transport: Theoretical Concepts and Internalization Strategies
- Social, technological and ecological trends and their significance for mobility
- Transport and environmental policy strategies, regulation of the transport sector
- The Sustainable Transport Dilemma

Qualification Objectives:
The students:
- master the concepts of modern transportation economics and can apply this to concrete problems;
- know the relevance of infrastructure for the development of mobility;
- know the concepts of transport externalities and are able to evaluate internalization strategies;
- critically reflect future trends affecting mobility;
- critically reflect the sustainability discussion in the transport sector.

Literature:


<table>
<thead>
<tr>
<th>Courses in the module</th>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>LV 242141-6</td>
<td>Sustainable Transport Policy</td>
<td>6</td>
</tr>
</tbody>
</table>
## Module 242142-6 | Mobility Innovations & Digitalization

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>1&lt;sup&gt;st&lt;/sup&gt;-2&lt;sup&gt;nd&lt;/sup&gt; semester</th>
<th>3 hours per week</th>
<th>6 ECTS</th>
<th>Contact time/self-study (in h): 36/114</th>
</tr>
</thead>
</table>

### Teaching form
- Seminar lecture with group work

### Event type
- Mandatory ☐
- Elective ☒

### Duration
- 1 semester

### Rotation
- Annually ☒ by semester ☐

### Examinations
- Group Research Project
- Research Report
- Poster Presentation

### Scope and Length of Examinations
- According to agreement

### Module Responsibility with
- Prof. Dr. Wolfgang H. Schulz
  Chair of Mobility, Trade & Logistics
  Director of the Amadeus Center for Mobility Studies

### Performance level
- Basics ☐
- Deepening ☐
- Specialization ☒

### Participation requirements
- 

### Use of Module
- Major Phase MSc CME, MA GEMA

### Content
- Basics, Trends and Evaluation
- Effects, institutions and public sector
- Process, Organization and IT
- Innovation, Partnering and Implementation

### Qualification Objectives
Students gain insight into
- the influences of political objectives and regulations taking into account communication technology for the strategic positioning of the industry and users;
- the central trends and drivers of mobility as well as the associated challenges for the economy;
- the technological development initiated by the trends;
- communications technology as an "enabler" of new business models;
- the consumer orientation of mobility;
- the drivers and barriers in the implementation of mobility innovations.

### Literature
- Literature will be defined in each course.

### Courses in the module

<table>
<thead>
<tr>
<th>LV 242142-6</th>
<th>Mobility Innovations &amp; Digitalization</th>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>
# Module 542014-6 | Supply Chain Management & International Freight Transport

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>1st-2nd semester</th>
<th>3 hours per week</th>
<th>6 ECTS</th>
<th>Contact time/self-study (in h): 36/114</th>
</tr>
</thead>
</table>

**Teaching form**
- Seminar

**Event type**
- Mandatory ☐
- Elective ☒

**Duration**
- 1 semester

**Rotation**
- annually ☒ by semester ☐

**Examinations**
- Homework
- Presentation

**Scope and Length of Examinations**
- According to agreement

**Module Responsibility with**
- Prof. Dr. Alexander Eisenkopf
  - ZEPELIN Chair of Economic and Transport Policy

**Performance level**
- Basics ☐
- Deepening ☐
- Specialization ☒

**Participation requirements**
- -

**Use of Module**
- Major Phase MSc CME, MA GEMA

## Content
- Economic and political framework conditions for international freight transport and international logistics;
- Global Procurement and Global Trade;
- Global Supply Chain Management Requirements;
- Structures of International Supply Chains;
- Design and optimization of international transport flows (maritime transport, air transport, intermodality); digitalization of international transport and logistics chains;
- Sustainability of International Supply Chains.

## Qualification Objectives
The students
- are enabled to assess the changes in the framework conditions for international transport and logistics processes;
- know the requirements of global supply chain management;
- understand the structures of international supply chains and master their design elements;
- capture the importance of digitalization for international supply chains;
- critically reflect the sustainability discussion in global supply chain management.

## Literature

## Courses in the module

<table>
<thead>
<tr>
<th>LV 542014-6</th>
<th>Supply Chain Management &amp; International Freight Transport</th>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>
Module 242151-6 | Green Finance

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>1st-2nd semester</th>
<th>3 hours per week</th>
<th>6 ECTS</th>
<th>Contact time/self-study (in h): 36/114</th>
</tr>
</thead>
</table>

Teaching form
Seminar

Event type
Mandatory ☐ Elective ☒

Duration
1 semester

Rotation
annually ☒ by semester ☐

Examinations
Written Exam

Scope and Length of Examinations
90 min

Module Responsibility with
Prof. Dr. Florentina Paraschiv
Chair of Finance
Zeppelin University

Performance level
Basics ☐
Deepening ☐
Specialization ☒

Participation requirements
Basics in Finance

Use of Module
Major Phase MSc CME, MA GEMA

Content
The Green Finance module offers an overview of sustainability keynotes, discusses challenges experienced by the energy and financial sectors in the wake of the green targets and climate risk, and proposes solutions to cope with these challenges. In the first part, students get acquainted with energy finance topics needed to understand the integration of renewable energies and their implications on market disequilibria. Challenges related to the integration of renewables will be discussed in an interdisciplinary frame, involving topics of finance, economics, energy, and sociology. Furthermore, the focus will be set on understanding the EU Taxonomy and its challenges for companies regarding “green” reporting needs. Implications of ESG reporting on the firm’s profitability, on mergers and acquisitions, and on corporate governance will be discussed in comprehensive empirical case studies. Thus, the course proposes solutions to respond to financial risks posed by social and sustainability issues, including Environmental, Social, and Governance (ESG) investing.

Qualification Objectives
Upon completion of the module students can …
- critically discuss challenges posed by the integration of renewable energies in various economic systems;
- explain the ESG reporting pressure on companies;
- estimate empirical models including ESG-type of variables;
- discuss the relevance of adequate ESG reporting for a correct screening of green targets;
- discuss implications of carbon risks for financial firms;
- critically discuss sustainability challenges for the energy and financial sectors;
- disentangle types of challenges for meeting sustainability targets;
- have a fluent discourse on several sustainability related topics

Literature

Courses in the module
<table>
<thead>
<tr>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>LV 242151-6</td>
<td>Green Finance</td>
</tr>
</tbody>
</table>
The module introduces the history, object, key concepts and actual state of sustainability accounting and reporting (SAR) by considering the major reporting standards GRI and SASB as well as the latest standards framework on sustainability being developed by the IASB. Moreover, it examines the practices of measuring and reporting social and environmental performance such as social accounting and TBL (Triple Bottom Line) reporting. Finally, the role of capital market stakeholders in shaping the development of these standards and practices is analyzed and critically discussed. The theoretical perspectives include agency theory, stakeholder theory and institutional theory.

**Qualification Objectives**
Upon completion of the module students are able to …
- clarify how accounting, organizations and economic systems are intertwined with sustainability;
- explain why traditional accounting techniques and -systems are not sufficient for navigating the contemporary sustainability challenges our societies are facing;
- outline the evolution of SAR and reflect on its current state of development;
- demonstrate understanding of the GRI, SASB and IASB standards;
- recognize the practices of measuring and reporting social and environmental performance and apply these practices to a particular real-world case;
- critically discuss the role of capital market stakeholders in shaping the development of SAR standards.

**Literature**

**Courses in the module**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>ECTS</th>
<th>Hours per week</th>
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</thead>
<tbody>
<tr>
<td>LV242152-6</td>
<td>Sustainability Accounting</td>
<td>6</td>
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</table>
Module 243021-6 | Global Governance

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>1st-2nd semester</th>
<th>3 hours per week</th>
<th>6 ECTS</th>
<th>Contact Time / Self Study (in hrs): 36/114</th>
</tr>
</thead>
</table>

Teaching Methods
Seminar

Event Type
Obligatory ☐ Elective ☒

Period
1 Semester

Rotation
yearly ☒ per semester ☐

Examinations
Exam or Written Exam

Scope and Length of Examinations

Module Responsibility with
Prof. Dr. Andrea Schneiker
Chair of Global Governance

Prerequisites

Use of Module
MA PAIR, Major Phase MSc CME, MA GEMA

Content
Global Governance refers to the rise of cooperative relations in international politics – documented, for instance, by the increasing number of international organizations, norms and regulations. Such relations often include not only states but also non-state actors, such as NGOs or multinational corporations.

This module covers current changes of the state and the effects thereof on global governance in different policy fields. The module analyzes institutions, actors and policy processes as well as their implications. To this aim, the module draws on a variety of empirical cases, including disarmament, resource management or health policy. Moreover, the module addresses questions of authority and legitimacy of such new governance forms as well as their contestation.

Qualification Objectives
Students are able to understand and present central conceptual and theoretical approaches of global governance; have gained experience in applying the conceptual and theoretical approaches to empirical cases in different policy fields; are able to analyze and assess different forms of global governance as well as their legitimacy and contestation; are able to critically assess different types of global governance.

Literature

Courses in the Module

<table>
<thead>
<tr>
<th>LV 243021-6</th>
<th>Global Governance</th>
<th>ECTS</th>
<th>h/week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>3</td>
<td></td>
</tr>
</tbody>
</table>
ZU Multidisciplinary Module: ZU Master programs

<table>
<thead>
<tr>
<th>Module 242496</th>
<th>ZU Specific content I</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSc CME</td>
<td>1st-2nd semester</td>
</tr>
<tr>
<td></td>
<td>3 hours per week</td>
</tr>
<tr>
<td></td>
<td>6 ECTS</td>
</tr>
<tr>
<td></td>
<td>Contact time/self-study (in h): 36/114</td>
</tr>
<tr>
<td>Teaching form</td>
<td>Cf. the module introduced</td>
</tr>
<tr>
<td>Event type</td>
<td>Mandatory ☐ Elective ☒</td>
</tr>
<tr>
<td>Duration</td>
<td>1 semester</td>
</tr>
<tr>
<td>Rotation</td>
<td>annually ☐ by semester ☒</td>
</tr>
<tr>
<td>Examinations</td>
<td>Cf. the module introduced</td>
</tr>
<tr>
<td>Scope and Length of Examinations</td>
<td>Cf. the module introduced</td>
</tr>
<tr>
<td>Module Responsibility with</td>
<td>Cf. the module introduced</td>
</tr>
<tr>
<td>Performance level</td>
<td>Cf. the module introduced</td>
</tr>
<tr>
<td>Recommended prerequisites</td>
<td>Mandatory modules of the Major Phase</td>
</tr>
<tr>
<td>Use of Module</td>
<td>Major Phase MSc CME, MA GEMA</td>
</tr>
</tbody>
</table>

**Content**
In this module, a module in the amount of 6 ECTS from the offer of another, non-continuing ZU Master's program can be brought in. For the specific content of this module, see the content of the contributed module.

**Qualification Objectives**
Cf. the Qualification Objectives of the contributed module.

**Literature**
Cf. the literature of the contributed module.
Multidisciplinary Module: modules of other universities

<table>
<thead>
<tr>
<th>Module 242493</th>
<th>Specific Content I</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MSc CME</strong></td>
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</tr>
<tr>
<td><strong>1st-2nd semester</strong></td>
<td>hours per week according to the course brought in</td>
</tr>
</tbody>
</table>

| Teaching form | Cf. the introduced course |
| Event type | Mandatory ☐ Elective ☒ |
| Duration | 1 semester |
| Rotation | annually ☐ by semester ☒ |
| Examinations | Cf. the introduced course |
| Scope and Length of Examinations | Cf. the introduced course |
| Module Responsibility with | Cf. the introduced course |
| Performance level | Cf. the introduced course |
| Recommended prerequisites | Mandatory modules of the Major Phase |
| Use of Module | Major Phase MSc CME, MA GEMA |

**Content**
A course worth 6 ECTS from another domestic or foreign university can be included in this module. For the specific content of this module, see the content of the contributed course.

**Qualification Objectives**
Cf. the Qualification Objectives of the contributed course.

**Literature**
Cf. the literature of the course brought in.
# Elinor Ostrom Project

## Module 24251 | Research Project

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>1st – 2nd semester</th>
<th>4 hours per week</th>
<th>18 ECTS</th>
<th>Contact time/self-study (in h): 48/402</th>
</tr>
</thead>
</table>

### Teaching form
- Individual supervision within the framework of the research work and the in-depth professional perspective
- Colloquium

### Event type
- Mandatory ☐  
- Elective ☒

### Duration
- 1-2 semesters

### Rotation
- annually ☐  
- per semester ☒

### Examinations
- Scientific report on the research project in the form of a working paper (80%)
- Presentation of research results (20%)

### Scope and Length of Examinations
- Working Paper: 25-30 pages
- Presentation: 30 minutes

### Module Responsibility with
- Student Research Department
- Program management CME

### Participation requirements
- Successfully completed major Mandatory modules. Successful application to a research project of a ZU chair, research cluster, research association or research center. The concrete professional requirements result from the respective topics.

### Use of Module
- Major Phase of the MSc CME

## Content
The module offers students the opportunity of a supervised and scientifically accompanied realization of a research-oriented project at a ZU chair, research cluster, research association or research center. In connection with this research project, the students conduct a more in-depth literature research, develop an advanced research question and prepare a final report in the form of a scientific paper.

This work will be supervised by a ZU professor with whom the in-depth professional perspective, the basic task and the methodology to be applied will be agreed upon, recorded in writing and enclosed with the application for the project.

Project progress, any problems and proposed solutions are discussed in a research colloquium that accompanies the course. The in-depth specialist perspective required to work on the project is imparted within the framework of integrated individual supervision.

## Qualification Objectives
The students
- learn how to work independently with advanced scientific literature and are able to explore a specific economic subject area within the framework of a targeted literature review;
- are enabled to develop a research question independently;
- will be enabled to deal with a specific economic issue within the framework of a scientific paper, to present it in front of an expert audience and to defend it in a discussion;
- can structure and plan a larger-scale research project;
- acquire in-depth theoretical and methodological knowledge from the field of the respective subject area
- and are able to work on a corresponding task in a company, cultural or political organization in a well-founded manner.

## Literature
Topic-related textbooks and articles from scientific journals
<table>
<thead>
<tr>
<th>Courses in the module</th>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>LV 242511</td>
<td>Research paper</td>
<td>12</td>
</tr>
<tr>
<td>LV 242512</td>
<td>Research Colloquium</td>
<td>1</td>
</tr>
<tr>
<td>LV 242513</td>
<td>Indepth Disciplinary Perspective</td>
<td>5</td>
</tr>
</tbody>
</table>
Master Phase (2nd semester)

**Module 55000 | Final Module**

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>2nd semester</th>
<th>1 hours per week</th>
<th>24 ECTS</th>
<th>Contact time/self-study (in h): 12/588</th>
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<tbody>
<tr>
<td>Teaching form</td>
<td>Individual supervision within the scope of the thesis</td>
<td>Disputation</td>
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<td></td>
</tr>
<tr>
<td>Event type</td>
<td>Mandatory ☒ Elective ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duration</td>
<td>1 semester</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotation</td>
<td>annually ☐ by semester ☒</td>
<td></td>
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<td></td>
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<tr>
<td>Examinations</td>
<td>Written elaboration</td>
<td>Oral exam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scope and Length of Examinations</td>
<td>50-60 pages for the thesis</td>
<td>45-60 minutes for the disputation</td>
<td></td>
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<tr>
<td>Module Responsibility with</td>
<td>The chairperson of the central audit committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participation requirements</td>
<td>Successful completion of the Mandatory modules (thesis)</td>
<td>Successful completion of the thesis (disputation)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of Module</td>
<td>Mandatory module MSc CME</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Content**

The module forms the conclusion of the program and includes the preparation of a master's thesis and a disputation.

The Master Thesis is an examination paper and at the same time part of the scientific education. Students formulate a challenging research question and conduct a literature search using scientific sources. They select appropriate theoretical perspectives and scientific methods, apply them and/or develop them further to answer their research question. They critically compare and evaluate the results of their work with the latest research and present them clearly and in an academically appropriate manner.

In the disputation, students defend their Master's thesis. They first present it briefly in the context of a presentation. Afterwards, they discuss the thesis under the guidance of the two examiners (first and second reviewer).

**Qualification Objectives**

The students
- show that they are able to work independently on a challenging research topic from the area of their field of study, if necessary including an interdisciplinary perspective, according to scientific methods, in a research-oriented manner within a given period of time;
- The students prove that they have independently comprehended and worked on the topic of their Master's thesis;
- understand how to present this work in a compact form and present it to an expert audience;
- can explain the research question, the chosen theoretical perspective and methodology, and the procedure for dealing with the topic;
- are able to discuss the results of their work at a scientific level.

**Literature**

Subject-related technical literature.

<table>
<thead>
<tr>
<th>Courses in the module</th>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Thesis</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>Disputation</td>
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<td>-</td>
</tr>
</tbody>
</table>
### ZU|Plus (1\textsuperscript{st} – 2\textsuperscript{nd} semester) optional

**Interdisciplinary Workshops**

<table>
<thead>
<tr>
<th>Modul 110011</th>
<th>Fundamentals of Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSc CME</td>
<td>1\textsuperscript{st}-2\textsuperscript{nd} semester</td>
</tr>
<tr>
<td></td>
<td>Seminar</td>
</tr>
<tr>
<td>Event type</td>
<td>Mandatory ☐</td>
</tr>
<tr>
<td>Duration</td>
<td>1 semester</td>
</tr>
<tr>
<td>Rotation</td>
<td>annually ☐</td>
</tr>
<tr>
<td>Examinations</td>
<td>No examinations</td>
</tr>
<tr>
<td>Scope and Length of Examinations</td>
<td></td>
</tr>
<tr>
<td>Module Responsibility with</td>
<td>Academic Program Management</td>
</tr>
</tbody>
</table>

**Contents**

The fundamentals of entrepreneurship form a prominent research focus at ZU, especially in the field of social entrepreneurship. Corresponding (student) projects are sustainably supported. The workshop on multi-value entrepreneurship familiarizes students with the background, questions, risks and potentials of start-up. Closely oriented to the chronology of the start-up project, it provides an overview of the necessary steps for planning new business ideas and discusses the theories and concepts of entrepreneurship.

**Qualification Objectives**

Upon completion of the workshop, students will possess techniques and tools to independently identify and assess a marketable innovation potential and to plan, finance and successfully market their own business ideas.

**Literature**

See course catalog

<table>
<thead>
<tr>
<th>Courses in the module</th>
<th>ECTS</th>
<th>hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>LV 110011 Workshop Fundamentals of Entrepreneurship</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Modul 110012 | Creativity & Performativity

<table>
<thead>
<tr>
<th>MSc CME</th>
<th>1st-2nd semester</th>
<th>2 hours per week</th>
<th>2 ECTS</th>
<th>Contact time/self-study (in h): 18/7</th>
</tr>
</thead>
</table>

Teaching form

- Seminar
- Practice

Event type

- Mandatory ☐
- Elective ☒

Duration

1 semester

Rotation

- annually ☐
- by semester ☒

Examinations

No examinations

(70% attendance)

Scope and Length of Examinations

Module Responsibility with

Academic Program Management

MSc CME

Performance level

Use of Module

Contents

The module focuses on the question of how the new and the different come into the world and how one can gain unfamiliar perspectives on the familiar. Students are encouraged to experiment and perform with the possibilities of aesthetic and artistic forms of knowledge and to become creatively active. They learn observation, improvisation and imagination techniques and become familiar with forms of world appropriation that derive from practical, creative action and unfold in the work with their own bodies and senses.

Within the module, different focal points are offered and combined with each other. These range from performative forms of presentation to cinematic works, photography and drawing, design and ritual self-techniques of yoga.

Practical workshop blocks and a public final presentation structure the program.

Those interested in a more intensive exploration of aforementioned topics should take Module 121403 “Creative Performance” instead of the workshop, which is an elective for CCM students and a multidisciplinary module for students in other programs.

Qualification Objectives

The module aims at sharpening perception and provides knowledge of alternative forms of knowledge and creative techniques in the context of university education. Students receive a practical introduction to creative skills and a sense of the social situatedness of their actions.

Literature

See course catalog

Courses in the module

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>LV 110012 Workshop Creativity &amp; Performativity</td>
<td>2</td>
</tr>
</tbody>
</table>