## ECTS Information Package 2007

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<td>Department of Business Management and Economics</td>
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A. GENERAL INTRODUCTION

ECTS and the Dresden University of Technology

This information package describes Dresden University of Technology and the courses offered by its Department of Business Management and Economics in order to help prospective ECTS students to prepare for their studies at this institution.

What is ECTS?

ECTS, the European Credit Transfer System, was developed by the Commission of the European Union in order to provide common procedures to guarantee academic recognition of studies abroad. It provides a way of measuring and comparing learning achievements, and transferring them from one institution to another.

The ECTS system is based on the principle of mutual trust and confidence between the participating higher education institutions. The few rules of ECTS, concerning Information (on courses available), Agreement (between the home and host institutions) and the Use of Credit Points (to indicate student workload) are set out to reinforce this mutual trust and confidence. Each ECTS department describes its courses not only in terms of content but also the credits associated with it.

ECTS credits

ECTS credits are a value allocated to course units to describe the student workload required to complete them. They reflect the quantity of work each course requires in relation to the total quantity of work required to complete a full year of academic study at the institution, that is, lectures, practical work, seminars, private work - in the library or at home - and examinations or other assessment activities. ECTS credits express a relative value.

In ECTS, 60 credits represent the workload of a year of study; normally 30 credits are given for a semester and 20 credits for a term. It is important to note that no special courses are set up for ECTS purposes, but that all ECTS courses are mainstream courses of the participating institutions, attended by home students under normal regulations.

It is up to the participating institutions to determine the credits for the different courses. Seminars and optional modules which are an integral part of the course of study receive academic credits, too. Seminars and optional modules which are not an integral part of the course of study do not get academic credits. Non-credit modules may, however, be mentioned in the transcript of records.

Credits are only awarded if the module has been completed and all examinations required have been passed.
ECTS students

The students participating in ECTS will receive full credit for all academic work successfully carried out at any of the ECTS partner institutions and they will be able to transfer these academic credits from one participating institution to another as long as there is prior agreement between the institutions involved.

All students of the participating departments who are willing to take part in the ECTS Pilot Scheme may do so if their institution agrees and within the limit of the places available.

Most students participating in the ECTS pilot scheme will go to one host institution in an EU Member State or EFTA country, study there for a limited period and then return to their home institution. Some may decide to stay at the host institution and finish their degree there. Some may also decide to proceed to a third institution to continue their studies. In each of these three cases, students will be required to comply with the legal and institutional requirements of the country and institution where they take their degree.

On the student’s return and successful completion of the study programme agreed previously between the home and host institutions, credit transfer will take place at the home university. Students will continue the course of study at the home institution without any loss of time or credit. If, on the other hand, the student decides to remain at the host institution and to take his/her degree there, he/she may have to adapt his/her study course to the rules in the host country, institution and department.

More details on ECTS you can find in the internet:
B. GENERAL INFORMATION ON THE UNIVERSITY

1. Institution

Technische Universität Dresden
Mommsenstraße 13
01062 Dresden

WWW: http://www.tu-dresden.de

2. Local ECTS-Coordinator

Dagmar Krause
International Office

Visitors address: Mommsenstraße 12 (Toepler-Bau, first floor, room 219), 01069 Dresden
Postal address: 01062 Dresden
Phone: +49 351 463 34698
Fax: +49 351 463 37738
E-Mail: dagmar.krause@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/aaa/

3. Academic Year

The academic year consists of a winter and a summer semester. Each term includes 15 weeks intended for teaching and 4 weeks for examinations. In addition, several weeks are retained for scientific work.

Current dates can be found on the internet at:

http://tu-dresden.de/studium/organisation/studienjahresablauf

Dresden University of Technology (TUD) publishes a university calendar for each semester, called “Vorlesungsverzeichnis” (Lecture Directory). This calendar is based on the faculties' structure and indicates the courses of the respective semester, together with date, time and location and the names of the professor teaching the course. It can be bought at the information office (Mommsenstraße 7) for 4,50 €. In the internet you can find it under:
http://tu-dresden.de/studium/organisation/vorlesungsverzeichnis
4. General Description

Dresden, the capital of the Free State of Saxony, currently counts about 500,000 inhabitants. Dresden as a city of art and culture is held in international esteem. Well known sights like the Zwinger, the Grüne Gewölbe, the Gemäldegalerie Alte Meister (the most famous painting is Raphael's Sistine Madonna), the Semper Oper and the Frauenkirche are among the city’s precious cultural heritage.

The Saxon capital is accessible by plane or by train as well as on the motorway. In the surroundings of Dresden, Meissen is located, the birthplace of European porcelain. Further upstream the “Saxon Switzerland” rises on both sides of the river Elbe - a beautiful landscape of fissured sandstone rocks, large forests and meadows. As Dresden is situated in the south-east of Germany, weekend excursions into the attractive countrysides of the Czech Republic and Poland can easily be arranged.

Dresden University of Technology (Technische Universität Dresden, TUD) is one of the oldest technical universities in Germany and is justifiably proud of its fine tradition in education. The large campus just south of the city centre as well as the extended area of the Department of Medicine form integral parts of the city of Dresden. Originally founded as a technical school in 1828, it was awarded the status of a Technical Academy in 1890. In 1961 it was recognised as a University of Technology.

Famous scholars established the international reputation of the alma mater dresdensis, among them:

Wilhelm Gotthelf Lohrmann (1796-1840), cartographer, astronomer and meteorologist;
Johann Andreas Schubert (1808-1870), engineer and designer of the first German steam locomotive;
Gustav Zeuner (1828-1907), founder of technical thermodynamics and long-serving director of the Royal Saxon Polytechnic;
Hubert Engels (1854-1945), founder of the world’s first permanent river-engineering laboratory;
Richard Mollier (1863-1935), in whose honour the “hs diagrams” are defined as Mollier diagrams;
Georg Berndt (1880-1972), founder of industrial length metrology and precision measuring technology in Europe and well respected adviser in these fields;
Heinrich Barkhausen (1881-1956), founder of the first German Institute of Low Voltage Engineering,
Viktor Klemperer (1881-1960), specialist for Romance and Germanic literature.

Since the German reunification in 1990 new faculties have been added to the traditional departments of science and engineering. These include economics, humanities, social and natural sciences, and medicine. Consequently, the range of research opportunities and courses offered now by TUD is extremely broad and quite unique in Germany. In the last few years TUD has extended its international links by making new contacts, mostly in Western Europe and in North America, in addition to the existing relationships with Central and Eastern Europe. In its international contacts, TUD puts particular emphasis on student exchange and research cooperation.
Dresden University of Technology consists of fourteen departments:

2) Natural Sciences and Mathematics
3) Humanities
4) Literature and Linguistics
5) Education Science
6) Law
7) Business Management and Economics
8) Computer Science
9) Electrical Engineering
10) Mechanical Engineering
11) Civil Engineering
12) Architecture
13) Transport and Traffic Engineering
14) Forestry, Water Management and Geosciences
15) Medicine

Each department is responsible for the realisation of the respective courses. Departments are subdivided into institutes and chairs that carry out teaching and research.

About 30,000 students are currently registered at Dresden University of Technology. Among them are about 2,600 foreigners from more than 120 countries.

The following central institutions are serving the university as a whole:

2) the Audio-Visual Media Centre,
3) the Education Centre for Languages and Cultures (including the University Centre of Applied Languages),
4) the University Archives,
5) the University Computing Centre,
6) the University Sports Centre as well as
7) the Saxon State and University Library (SLUB).

5. Admission and Registration Procedures

Students intending to study at Dresden University of Technology within the framework of the ECTS programme are recommended to contact the respective ERASMUS/SOKRATES or ECTS coordinator of their home university.
The application procedure for ECTS-students from partner institutions is very simple. **ECTS-application forms should be sent as early as possible to the Institutional Coordinator of TU Dresden, i.e. to:**

Dresden University of Technology  
International Office  
01062 Dresden  
Germany

Please note that, in accordance with ERASMUS regulations, no tuition fees are charged. However, all students, including ECTS-students, are requested to pay a semester fee. This amount is made up of a contribution to the “Studentenrat” (student government), a contribution to the “Studentenwerk” (housing administration and cultural affairs) and, above all, the price for a semester ticket valid for the entire Dresden public transport system (tramways, busses, and local trains).

6. **Language Requirements**

The lectures are given in German unless other notice. Therefore ECTS students are recommended to have command of the German language before they come to Dresden to be able to follow courses, participate in general conversation and in special discussions, and pass the examinations in German. To raise the level of their German language proficiency, ECTS students are advised to take part in the 3-week course of Intensive German offered to exchange students during the month of September (before the start of the courses). For details on tuition etc., please contact the International Office of TUD. In addition, German language courses at different levels are organized for foreign students during the semester, parallel to their regular classes. There is also the possibility of joining the International Summer Course run at TUD in August. This course offers German language classes for foreign students and professors. For further information, please contact the International Office.

For regular registration for full-time study at TUD different regulations apply regarding both access and language requirements. Further information can be obtained from the International Office.

7. **Accommodation, Board and Leisure Activities**

**Accommodation:**

The Studentenwerk Dresden (Dresden Student Services Organisation) is located in the vicinity of TUD campus. It is in charge of students’ social welfare. The office of the Studentenwerk Dresden is situated at:

Fritz-Loeffler-Straße 18  
01069 Dresden  
Phone: +49 351 46 97 50  
Fax: +49 351 47 18 154
The Studentenwerk provides accommodation in student dormitories of various categories and price levels. One can choose between single or double rooms. All dormitories are either in direct vicinity of the campus or easily accessible by public transport. Please contact the Studentenwerk for further information. Their homepage is also available in English:

http://www.studentenwerk-dresden.de/english/

**Board:**
At the university, several refectories and cafeterias offer breakfast, lunch and snacks at very modest prices (approx. 1.50 to 3.00 € per meal). Students themselves have to take care of dinner and meals on weekends. This is why all the dormitories are equipped with cooking facilities.

**Leisure Activities:**
The University sports centre offers a wide range of sporting activities, sports clubs etc. There are 18 student clubs in Dresden that arrange a large variety of social events, concerts, film sessions and the like. In addition, the International Office organises numerous events, excursions and gatherings, together with German and foreign students.

**8. Residence Permit**
There are no visa requirements for ECTS-students from the EU.

**9. Insurance**
Foreign students need to have an insurance in their home country that also covers their stay in Germany. Otherwise they have to join a German insurance plan upon registration. Students are advised to take out a third party insurance.

**10. Costs of living**
The costs of living in Dresden are still comparatively low and vary from about 500 to 600 € per month.
C. INFORMATION ON THE DEPARTMENT

The Department of Business Management and Economics was established on 1st April 1991 by a founding committee appointed by the Saxon Minister of Science and Culture. The department with nearly 3,000 students registered is one of the biggest at Dresden University of Technology.

1. Dean

Prof. Dr. Alexander Karmann
Chair of Economics, especially Monetary Economics

Visitors address: George-Bähr-Straße 7 (Schumann-Bau, room C 163), 01069 Dresden
Postal address: 01062 Dresden
Phone: +49 351 463 32196
Fax: +49 351 463 37739
E-Mail: wiwi@rcs.urz.tu-dresden.de
WWW: http://www.tu-dresden.de/wiwi/

2. ECTS-Coordinator

Prof. Dr. Birgit Benkhoff
Chair of Business Management, especially Human Resource Management

Visitors address: Helmholtzstraße 10 (Hülsse-Bau, Nordflügel, Zimmer 323), 01069 Dresden
Postal address: 01062 Dresden
Phone: +49 351 463 34085
Fax: +49 351 463 37080
E-Mail: lehrstuhl.personalwirtschaft@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/wwbwlpew/
3. The Department

The department teaches students in the following subjects:

- Business Management
- Economics
- Business Informatics
- Industrial Engineering
- Economic and Business Education
- Postgraduate Course in Business Management and Economics
- Postgraduate Course in International Management

At the department several chairs exist. The following chart provides an overview:
Chairs of the Department of Business Management and Economics
(as of WS 2006/2007)

<table>
<thead>
<tr>
<th>Business Management</th>
<th>Economics</th>
<th>Business Informatics</th>
<th>Quantitative Methods</th>
<th>Economics and Business Education</th>
</tr>
</thead>
</table>
| Entrepreneurship and Innovation  
Prof. Dr. Schefczyk | Public Economics  
Prof. Dr. Thum | Information Management  
Prof. Dr. Schoop | Econometrics  
Prof. Dr. Schipp | Economics and Business Education  
Prof. Dr. Fürstenau |
| Finance and Financial Services  
Prof. Dr. Locarek-Junge | Monetary Economics  
Prof. Dr. Karmann | Information Systems in Industry and Trade  
Prof. Dr. Uhr | Statistics  
Prof. Dr. Huschens |
| Logistics  
Prof. Dr. Lasch | Managerial Economics  
Prof. Dr. Lehmann-Waffenschmidt | Systems Engineering  
Prof. Dr. Esswein |
| Marketing  
Prof. Dr. Müller | International Economics  
Prof. Dr. Broll | Information Systems in the Services Sector  
Prof. Dr. Hilbert |
| Corporate Management and Marketing  
Prof. Dr. Töpfer | Economic Policy and Economic Research  
Prof. Dr. Kemnitz |
| Organization  
Prof. Dr. Schirmer | Applied Public Finance  
Prof. Dr. Seitz |
| Human Resource Management  
Prof. Dr. Benkhoff | Allocation Theory  
N.N. |
| Managerial Accounting and Control  
Prof. Dr. Günther |
| Environmental Management  
Prof. Dr. Günther |
| Auditing and Managerial Taxation  
Prof. Dr. Mayer |
| Industrial Management  
Prof. Dr. Buscher |
| Energy Economics  
Prof. Dr. v. Hirschhausen |
4. Description of Chairs and Courses

On the pages to come the chairs and modules of the Department of Business Management and Economics and the Faculty of Transportation Sciences “Friedrich List” are explained.

Each module is described like this:

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<th>Title of the course</th>
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<tbody>
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<td>W.</td>
<td>= Department of Business Management and Economics</td>
</tr>
<tr>
<td>V.</td>
<td>= Faculty of Transportation Sciences “Friedrich List”</td>
</tr>
</tbody>
</table>

... here follows the identification of the chair:

- BW = Business Management
- VW = Economics
- QV = Quantitative Methods
- WI = Business Informatics
- WP = Economics and Business Education

<table>
<thead>
<tr>
<th>Sem.</th>
<th>Course is held in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS</td>
<td>= winter semester</td>
</tr>
<tr>
<td>SS</td>
<td>= summer semester</td>
</tr>
<tr>
<td>WS/SS</td>
<td>= winter and summer semester</td>
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</table>

<table>
<thead>
<tr>
<th>POS-Nr.</th>
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<tbody>
<tr>
<td>H/W</td>
<td>Hours per Week</td>
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<tr>
<td>ToC</td>
<td>Type of Course</td>
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<table>
<thead>
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<tr>
<td>V</td>
<td>Lecture (Vorlesung)</td>
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<tr>
<td>Ü</td>
<td>Class (Übung)</td>
</tr>
<tr>
<td>S</td>
<td>Seminar</td>
</tr>
<tr>
<td>HS</td>
<td>Advanced Seminar (Hauptseminar)</td>
</tr>
<tr>
<td>T</td>
<td>Tutorial</td>
</tr>
<tr>
<td>K</td>
<td>Workshop (Kolloquium)</td>
</tr>
<tr>
<td>PS</td>
<td>Project Seminar</td>
</tr>
<tr>
<td>Kl</td>
<td>written Examination (Klausur)</td>
</tr>
<tr>
<td>(r)Kl</td>
<td>Computer Aided Examination (rechnergestützte Klausur)</td>
</tr>
<tr>
<td>mP</td>
<td>oral Examination (mündliche Exam)</td>
</tr>
<tr>
<td>HA/Be</td>
<td>Assigned Work (Hausarbeit/Beleg)</td>
</tr>
<tr>
<td>Se</td>
<td>Seminar Paper (Seminarleistung)</td>
</tr>
<tr>
<td>Pr</td>
<td>Project (Projektleistung)</td>
</tr>
</tbody>
</table>
SAP-Chair of Entrepreneurship and Innovation
Prof. Dr. Michael Schefczyk

Visitors Address: Helmhholtzstraße 10 (Hülsse-Bau N 124), 01069 Dresden
Postal Address: TU Dresden, Fakultät Wirtschaftswissenschaften, 01062 Dresden
Phone: +49 351 463 36881
Fax: +49 351 463 36883
E-Mail: michael.schefczyk@gruenderlehrstuhl.de
WWW: http://www.tu-dresden.de/wwbwlsap

The chair offers lectures and tutorials to students of business sciences in two core subjects:
1. Technology and Innovation Management and
2. Management of Young Enterprises

Courses for students of other faculties focus on lectures and business plan seminars.

Specific fields of research include:

- Development of Young Enterprises (e.g., manager qualifications in young firms, business planning and valuation of young firms, determinants of risk at young firms, success factors of young enterprises)

- Venture Capital (e.g., success factors of German venture capital investments based on larger empirical samples/longitudinal research, management support for young enterprises provided by venture capital firms, structuring of venture capital transactions)

- Environment Stimulating Innovation (e.g., “intrapreneurship”: innovative business units in established firms, corporate venture capital, regional/sector specific public programs to support young enterprises)

- Management of Technology Intensive Innovations (focus on telecommunications: strategic management in telecommunications, digital broadcasting, WLAN, UWB, powerline communications and other new telecommunications technologies)
The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS- Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS</td>
<td>1125</td>
<td>Basics in Technology and Innovation Management</td>
<td>1/0/0</td>
<td>1,5</td>
<td>V</td>
<td>Kl 30</td>
</tr>
<tr>
<td></td>
<td>1131</td>
<td>Basics in Entrepreneurship</td>
<td>1/0/0</td>
<td>1,5</td>
<td>V</td>
<td>Kl 45</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS- Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS</td>
<td>13001</td>
<td>Technology and Innovation Management I</td>
<td>2/1/0</td>
<td>4</td>
<td>V/Ü</td>
<td>Kl 90</td>
</tr>
<tr>
<td>SS</td>
<td>13002</td>
<td>Technology and Innovation Management II</td>
<td>2/1/0</td>
<td>4</td>
<td>V/Ü</td>
<td>Kl 90</td>
</tr>
<tr>
<td>WS/ SS</td>
<td>13020</td>
<td>Advanced Seminar Innovation Management</td>
<td>0/0/2</td>
<td>4</td>
<td>HS</td>
<td>Se</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS- Nr.</th>
<th>Supplementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS/ SS</td>
<td>13051</td>
<td>Workshop for Diploma Theses and Postgraduates</td>
<td>0/0/2</td>
<td></td>
<td></td>
<td>K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS- Nr.</th>
<th>Core Courses „Entrepreneurship“</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
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<tbody>
<tr>
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Description of the courses:

**WBW Basics in Technology and Innovation Management**

*Goal: Students will get an overview on basic knowledge concerning the management of technology and innovation.*

Particularly the following aspects will be examined:

– Basic Definitions
– Fundamentals of Innovation Management
– Fundamentals of Technology Management
– Patents and Licences

Moreover a case study will be discussed which deepens some of the aspects mentioned above.

Exam: Written Exam
Teacher: Prof. Dr. Michael Schefczyk

**WBW Basics in Entrepreneurship**

*Goal: Students will get an overview on basic aspects of entrepreneurship.*

Especially the following aspects will be taught:

– Definition, characteristics and importance of young enterprises
– Process of formation of a company
– Financial aspects
– Business plan

Exam: Written Exam
Teacher: Prof. Dr. Michael Schefczyk
WBW  Technology and Innovation Management I

Goals: The students will learn how to manage effectively and efficiently the complex processes of innovation. Students will be prepared for later jobs especially in the fields controlling, project management, technology management and strategic management.

This combination of lecture and class serves as the fundamental introduction into the field of Innovation Management. The course covers the basic terms, concepts and strategies of Innovation Management, innovation policy, the organization of innovation processes, innovation strategies regarding markets and technologies, and technology management.

Precognitions: Basics in Business Sciences
Exam: Written Exam (additional oral examination for ECTS students possible)
Teacher: Prof. Dr. Michael Schefczyk

WBW  Class in “Technology and Innovation Management I”

Goal: The students will learn how to use knowledge, methods and instruments taught in the lecture.
Several aspects of the lecture will be discussed.

Exam: Written Exam (additional oral examination for ECTS students possible)
Teachers: Prof. Dr. Michael Schefczyk
Dipl.-Wirts.-Ing. Hilmar Klink

WBW  Technology and Innovation Management II

Goal: As in the lecture “Technology and Innovation Management I” students will learn how to manage effectively and efficiently the complex processes of innovation. Students will be prepared for later jobs especially in the fields controlling, project management, technology management and strategic management.

This combination of lecture and tutorial emphasizes the aspects of decision-making in innovation project management. The course covers project selection, budgeting and management, time aspects of the development of technology sectors, methods of time, cost and quality control of innovation projects, sources of ideas for innovations and techniques stimulating creativity, sources for technologies as well as innovation marketing.

Precognitions: Basics in Business Sciences
Exam: Written Exam (additional oral examination for ECTS students possible)
Teacher: Prof. Dr. Michael Schefczyk
**WBW**  
**Class in “Technology and Innovation Management II”**

*Goal: The students will learn how to use knowledge, methods and instruments taught in the lecture. Several aspects of the lecture will be discussed.*

Exam: Written Exam (additional oral examination for ECTS students possible)  
Teachers: Prof. Dr. Michael Schefczyk, Dipl.-Wirts.-Ing. Hilmar Klink

**WBW**  
**Patents and Licences**

*Goal: The aim of this lecture is to give students a deep understanding of the relevance and the typical aspects of patents and licences. Apart from strategic aspects also operative features will be discussed.*

Thus, this lecture focuses on patent law and intellectual property management. The course covers the kinds of industrial property rights, inventors’ rights, the process of gaining industrial property rights, company strategies regarding intellectual property, licences and licence valuation, as well as patent information and research in patent databases.

Precognitions: Technology and Innovation Management I (recommended)  
Exam: Written exam (additional oral examination for ECTS students possible)  
Teachers: Dipl.-Ing. Uwe Grambow, Patent Attorney  
Dipl.-Gwl. Gesine Kluge  
N.N.

**WBW**  
**Advanced Seminar Innovation Management**

*Goal: Students will learn basics of scientific work and apply this knowledge on elaborating an extended seminar paper.*

Participants of the seminar prepare an extended seminar paper on a specified topic covered in the lectures/tutorials in Technology and Innovation Management I and II or Entrepreneurship I and II. Within the seminar students present and discuss their results. The main focus of the seminar differs from semester to semester.

Precognitions: Technology and Innovation Management I and II or Entrepreneurship I and II (recommended)  
Exam: Preparation and presentation of an extended seminar paper  
Teacher: Dipl.-Wirts.-Ing. Hilmar Klink
WBW     Entrepreneurship I

Goal: Students will gain insight into the field of entrepreneurship as equitable line of action for university graduates compared to the traditional career in existing companies. This combination of lecture and tutorial constitutes the central introduction into the field of entrepreneurship. The course covers various aspects of entrepreneurship and the management of young enterprises, including the framework and the business environment of young enterprises, personal features of the entrepreneur, constitutional aspects concerning the founding process, business planning, public subsidy and support programs and important results of the empirical research on the topic.

Precognitions: Basics in Business Management
Exam: Written exam (additional oral examination for ECTS students possible)
Teacher: Prof. Dr. Michael Schefczyk

WBW     Class in “Entrepreneurship I”

Goal: The students will learn how to use knowledge, methods and instruments taught in the lecture. Several aspects of the lecture will be discussed.

Exam: Written exam (additional oral examination for ECTS students possible)
Teachers: Prof. Dr. Michael Schefczyk
Dr. Frank Pankotsch
Dipl.-Kffr. Sandra Kirschner

WBW     Entrepreneurship II

Goal: As in the lecture “Entrepreneurship I” students will gain insight into the field of entrepreneurship as equitable line of action for university graduates compared to the traditional career in existing companies. This combination of lecture and tutorial focuses on financing young enterprises, especially on the phenomenon Venture Capital (VC). The framework and the development of the VC market and other financial markets for young enterprises, the classification of VC within financial theory and major results of the empirical research on the topic are covered.

Precognitions: Basics in Business Management
Exam: Written exam (additional oral examination for ECTS students possible)
Teacher: Prof. Dr. Michael Schefczyk
WBW  Class in “Entrepreneurship II”

Goal: The students will learn how to use knowledge, methods and instruments taught in the lecture. Several aspects of the lecture will be discussed.

Exam: Written exam (additional oral examination for ECTS students possible)
Teachers: Prof. Dr. Michael Schefczyk
Dr. Frank Pankotsch

WBW  Advanced Seminar Case Studies on Entrepreneurship

Goal: Students will learn how to solve complex problems in decision making and how to present them.

Participants of the Case Study Seminar on Entrepreneurship prepare solutions for case studies concerning the management of young enterprises. The case studies focus either on the setting-up of an enterprise or on specific aspects of the management of young enterprises (i. e. business planning, personnel planning, financing of enterprises). The solutions will be thoroughly discussed within the seminar.

Precognitions: Recommended: Entrepreneurship I and II or Technology and Innovation Management I and II
Exam: Preparation of drafts on six case studies and presentation/discussion within the seminar
Teachers: Dr. Frank Pankotsch
Dipl.-Kffr. Sandra Kirschner

WBW  Advanced Seminar Business Plan Seminar

Goal: Students will be trained how to prepare and write a business plan and how to present their ideas to a professional audience.

Participants of the Business Plan Seminar elaborate business plans for specific ideas of innovation and/or new enterprises. Mixed teams consisting of both students from business management and engineering and science faculties develop and present solutions. The seminar covers topics of different technical fields.

Precognitions: Basics in Business Management
Exam: Development of a business plan
Teachers: Prof. Dr. Michael Schefczyk
Dipl.-Volksw. Matthias Pohler
Dipl.-Kffr. Sandra Kirschner
Professors of participating chairs of the faculties of engineering and science
WBW  Business Game Entrepreneurship

Goal: Students will be taught in using analytical tools, presenting skills and working in a challenging team environment.
At the beginning, the participants have to organize within several teams. Thus, they plan the start-up of a new enterprise. They have to manage the whole process of starting a new business, from generating ideas to writing a business plan and establishing the new company on the market. Periodically, strategy papers have to be worked out. Moreover, a presentation of the final results will be discussed during this seminar.

Precognitions: Basics in Business Management
Exam: Business plan, strategy papers and presentation/discussion within the seminar
Teacher: Prof. Dr. Michael Schefczyk

WBW  Technology and Entrepreneurship: Various Seminars

Precognitions: Basics in Business Management
Exam: Preparation and presentation of an extended seminar paper
Teachers: Prof. Dr. Michael Schefczyk
various teachers
DREWAG-Chair of Energy Economics
Prof. Dr. Christian von Hirschhausen

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Postal address: Faculty of Business Management and Economics, 01062 Dresden, Germany
Phone: +49 351 463 33297
Fax: +49 351 463 33763
E-Mail: ee2@mailbox.tu-dresden.de
WWW: http://www.ee2.biz

The following courses can be chosen:

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Description of the courses:

**WBW Introduction to Energy Economics (EW I)**

The Introduction to Energy Economics provides general basic notions of market fundamentals, the institutional framework and strategic business management in German, European, and international energy markets.

Precognitions: Basic knowledge
Exam: Written Exam (120 min for 6 LP)
Teachers: Prof. Dr. Christian von Hirschhausen and assistants

**WBW Energy and Resource Management (EW II)**

Energy and Resource Management covers a comprehensive analysis of the main decision parameters for companies active in the area of energy and resources with regard to risk management, investment and others.

Precognitions: Basic knowledge of Energy Economics
Exam: Written Exam (120 min for 6 LP)
Teachers: Prof. Dr. Christian von Hirschhausen and assistants

**WBW Electricity Economics (EW III)**

Electricity Economics analysis the functioning of electricity markets in depth.

Precognitions: Basic knowledge
Exam: Written Exam (120 min for 6 LP)
Teachers: Prof. Dr. Christian von Hirschhausen and assistants

**WBW Industrial-organizational Analysis of Energy Markets (EW IV)**

This course analyzes energy markets using the approach from industrial organization.

Precognitions: Basic knowledge of Energy Economics and Economics
Exam: Written Exam (120 min for 6 LP)
Teachers: Prof. Dr. Christian von Hirschhausen and assistants
Chair of Business Management, especially Finance and Financial Services
Prof. Dr. Hermann Locarek-Junge

Visitors Address: Helmholtzstraße 10, Hülsse-Bau, Zi. N 221
Postal Address: TU Dresden, Fakultät Wirtschaftswissenschaften, 01062 Dresden
Phone: +49 351 463 37605
Fax: +49 351 463 35404
E-Mail: feedback@finance.wiwi.tu-dresden.de
WWW: http://finance.wiwi.tu-dresden.de

The chair of Finance and Financial Services is part of the Department of Business Management and Economics. Courses are Financial Management (Finance, Investments, Capital Markets), Financial Services (Asset Management, Derivatives, Risk Management) and Decision Theory ausgebil—det. Main subjects of research comprise modern theory of finance, quantitative investment analysis, evaluation of financial assets and information systems in finance.

Specific fields of research are:
• risk management with derivatives
• portfolio optimization
• real estate valuation
• valuation of bonds with additional rights
• valuation and management of operational risk in financial institutions
The following courses can be chosen:

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Description of the courses:

**WBW    Financial Management I (Principles)**

This lecture deals with questions about the theory of corporate finance and offers classes in order to get more familiar with this realm. Aspects of external financing and self-financing are addressed. In this context, we shed light on the influence of taxes on financial decisions, discuss leasing and get to know relationships in financing which are based upon asymmetric information, so called principal-agent issues. In addition, models dealing with the capital structure, like the optimal financial leverage, the model of Modigliani/Miller or the optimal distribution of company profits will be introduced and deepened respectively. These topics are also offered on a tutorial CD “financing” published at Schaeffer Poeschel Verlag, which is to be used for self-instruction of the above mentioned topics. The accompanying classes deal with crucial financing problems and case studies on a sophisticated level. 

*At the end of the course students will be familiar with different financing opportunities and problems related to financing decisions.*

Precognitions: Basics in Financing  
Exam: Written exam  
Teachers: Prof. Dr. Hermann Locarek-Junge, N.N.

**WBW    Financial Management II (Instruments)**

This lecture with classes is concerned with theoretical models of optimal investments decision making in a risky environment. It further focuses on corporate financing. Option pricing models as well as convertible bonds and warrant bonds are introduced. Moreover, matters of international corporate financing and mergers and acquisitions are addressed.

*The students will learn how to come to an investment decision in a risky environment and about various aspects of corporate financial management.*

Precognitions: Basics in Financing and Financial Management I  
Exam: Written exam  
Teachers: Prof. Dr. Hermann Locarek-Junge, N.N.
**WBW Financial Services I (Security Analysis)**

*The aim of the course is to introduce the students to methods of security analysis and theory of asset management.*

At first analysis methods and instruments for fixed interest bearing securities are presented. Subsequently, financial analysis of shares, especially fundamental analysis, financial statement analysis and technical analysis are dealt with. In another step hypotheses referring to the ability of the capital market to process information are at issue. Finally, the contributions to portfolio selection, the theory of option evaluation and the CAPM will be presented as tools for the analysis of portfolios and their performance.

Precognitions: Basics in Capital Budgeting and Financing  
Exam: Written exam  
Teachers: Prof. Dr. Hermann Locarek-Junge, N.N.

**WBW Financial Services II (Asset Management)**

This course comprises all aspects of modern portfolio management. Firstly, vital issues of diversification, asset allocation and risk management are discussed within the scope of different asset classes and in relation to benchmark portfolios, respectively. Secondly, the investment horizon and its impact on investment decisions and the use of financial derivatives for purposes of portfolio insurance. Lastly, investment strategies and performance measurement are introduced.

*At the end of the course the students should be familiar with the practical aspects related to portfolio management.*

Precognitions: Financial Services I  
Exam: Written exam  
Teachers: Prof. Dr. Locarek-Junje, N.N.

**WBW Financial Services III (Derivatives and Risk Management)**

In this course the valuation of forwards and futures as well as different approaches of the valuation of options are presented. These approaches comprise the Two-State-Option-Pricing model, the binomial model and the models of Black/Scholes and Merton. In addition, their relevance in handling market risk is discussed. In this context, the Value at Risk-Model is discussed, and possibilities for managing credit risk are presented.

*At the end of this course the students should know the different kinds of derivatives, possibilities for their valuation and how derivatives are used – a special focus is here on risk-management.*

Precognitions: Financial Services I and II  
Exam: Paper, presentation and a written exam  
Teachers: Prof. Dr. Locarek-Junje, N.N.
WBW  Main Seminar Financial Services

This seminar requires the successful participation in the respective courses. Students are expected to submit a paper, give a short talk about the subject and participate actively.

Precognitions:  Financial Services I-III
Exam:  Paper, talk, discussion
Teacher:  Prof. Dr. Locarek-Junge

WBW  Diploma and Graduate Student Workshop

In the diploma and graduate student workshop, diploma theses are discussed and defended in a group of current and potential graduate candidates. Additionally, PhD students present their current results to give an insight in the state of their dissertations. If required, practitioners and scientists from other universities are invited. Some meetings will be organized as workshops on campus or outside the university.

Precognitions:  Study of Financial Management and Financial Services
Exam:  Final project
Teacher:  Prof. Dr. Locarek-Junge

WBW  Tutorial

Participants practice for the end-of-term examinations, solving and discussing typical problems and questions from previous examinations in Financial Management and Financial Services.

Precognitions:  Courses in Financial Management and Financial Services, resp.
Exam:  none
Teacher:  Tutor
Chair of Business Management, especially *Logistics*

Prof. Dr. Rainer Lasch

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Phone: +49 351 463 33447
Fax: +49 351 463 37779
E-Mail: logistik@mailbox.tu-dresden.de
WWW: http://www.dresden-logistik.de

The chair is responsible for the subject of logistics, educating both students of the faculty of business management and economic sciences and students of several technical-oriented faculties. The objective of the chair is a holistic approach in planning, designing and controlling logistical systems. Therefore special emphasis is dedicated to the integrative and inter-divisional character of logistics. Customer orientation, process control and service orientation are substantial characteristics of logistical thinking. The chair supports and develops the application of quantitative methods in industrial practice.

The study of logistics should enable graduates to recognize typical problems in the domain of business logistics, to analyse and transform them into innovative solutions and to transfer these solutions into practice.

**Literature:**

_Uhr, W./Lasch, R.:_ Logistik – Interaktive hypertextbasierte Lernumgebung, BWL Lernsoftware Interaktiv, Stuttgart 2003_
The following courses can be chosen:

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* Integrated Examination: Lecture + Tutorial, written examination 120 min, 6 cr

** Mathematical Planning Methods can be selected as compulsory voting for examination benefits in the Quantitative Methods of the business management. The attendance is recommended for the hybrid subject Operations Research in the main study. The courses are read together by Prof. Dr. Hilbert, Prof. Dr. Buscher and Prof. Dr. Lasch.

*** Logistics I is part of the complex examination BWL II.
Logistics II is part of the complex examination BWL III.
WBW Distribution Logistics

Designing and controlling the flow of materials and information between company and customer and their co-operating partners are the main topics of distribution logistics. The course focuses on planning and realizing efficient structures and processes of distribution. With the help of quantitative methods locations, networks and routes are designed and optimized.

The following topics will be treated in detail:

- Transport and transshipment problems
- Planning of tours and round trips, shipping route optimization
- Designing the structure of physical distribution
- Introduction in warehouse location theory, models and methods of optimizing location and allocation

Precognitions: Basic knowledge in mathematics/statistics/logistics I/logistics II
Exam: Written
Teacher: Prof. Dr. Rainer Lasch

WBW Procurement Logistics

Procurement logistics is an inter-company activity which combines the external supplier network and the internal production. The activities associated with procurement logistics include the flow of material, goods and information between the suppliers and the allocation for the production. In this lecture the following aspects will be treated in detail:

- Sourcing strategies
- Supplier analysis and supplier selection
- Design of procurement structures
- Materials requirements planning, methods of demand forecast, bills of material
- Deterministic stock keeping models: static and dynamic models
- Stochastic stock keeping models: order point / order rhythm policies, service level, reserve inventory
- Quality control: acceptance tests

Precognitions: Basic knowledge in mathematics/statistics/logistics I/logistics II
Exam: Written
Teacher: Prof. Dr. Rainer Lasch
WBW Production Logistics

Production logistics consists of logistics processes within a company and includes all activities concerning the flow of material, goods and information through the levels of production cycle. This course focuses on the sequential planning concept of computer based manufacturing resource planning (MRPII) systems, the model-based determination of lot sizes and scheduling problems. The following topics will be treated in detail:

- In-house transport, warehousing, commissioning, production technology
- The sequential planning concept MRPII
- Static and dynamic lot sizing planning
- Manufacturing lead time scheduling, capacity planning, machine load planning
- Production control: Kanban systems, progress control, order release with load limitation

Precognitions: Basic knowledge in mathematics/statistics/logistics I/logistics II
Exam: Written
Teacher: Prof. Dr. Rainer Lasch

WBW Logistics Management and Information Systems

This course is used as an integration platform to transfer the ideas of logistical thinking in production firms. It gives an overview of the logistics system, historical development, characteristics, aims and objectives as well as present and future trends. Students should develop a basic comprehension of logistics and its planning aspects. The basics and the requirements for planning, control and information management in logistics systems will be discussed particularly with regard to the flow principle. The following topics will be treated in detail:

- Logistics trends, policies and features
- Process orientation in Logistics
- Methods, concepts and tools for analysis, designing and implementation such as benchmarking, quality management, efficient consumer response, postponement-speculation concept, target costing, etc.
- Modern information systems and structures of logistics
- Information systems in operations, traffic, service and e-commerce

Precognitions: Basic knowledge in business administration and management, specialized knowledge in distribution logistics, procurement logistics and production logistics
Exam: Written
Teacher: Prof. Dr. Rainer Lasch
WBW  
**Planning and Optimization of Distribution Systems**

By discussing practice-oriented problems, this tutorial helps the students to deepen their understanding of the models and methods treated in the lecture “distribution logistics”. The focus is set on graph theory, particularly on route optimization in graphs (Triple-algorithm, Kruskal-algorithm, Dijkstra-algorithm) and on flow optimization within networks (method of Busacker-Gowen). Furthermore, students learn to analyse and solve transportation and commissioning problems (classical transportation problem) as well as problems of tour, round trips and shipping route optimization (Traveling-Salesman-Problem, Chinese-Postman-Problem, Savings-algorithm, Sweep-algorithm). The last part of the course deals with network design and facility location. In this context, different theories of location such as Weber problems, centre problems and warehouse location problems are presented.

Precognitions: Basic knowledge in mathematics/statistics/logistics I/logistics II
Exam: Written, integrated examination: lecture + tutorial
Teachers: Assistants

WBW  
**Procurement Management by Quantitative Methods**

By discussing practice-oriented problems, this tutorial helps the students to deepen their understanding of the models and methods treated in the lecture “procurement logistics”. The main aspects concern the following areas:
- Basics of procurement (analysis and evaluation of suppliers, ABC classification)
- Materials planning and forecasting techniques (moving average, exponential smoothing, consideration of seasonal trends, algorithm of Smith and Winters, explosion of bill of material, Gozinto-model)
- Deterministic inventory management (static and dynamic EOQ models)
- Stochastic inventory models (warehousing policies)
- Quality control and quality assurance (development of acceptance tests)

Precognitions: Basic knowledge in mathematics/statistics/logistics I/logistics II
Exam: Written, integrated examination: lecture + tutorial
Teachers: Assistants
WBW **Optimization of the internal Logistics System**

By discussing practice-oriented problems, this tutorial helps the students to deepen their understanding of the models and methods treated in the lecture “production logistics”. This course enables the students to solve problems in the following areas:

- Internal transportation systems and materials flow planning
- Inventory and commissioning planning
- Static and dynamic lot sizing planning (economic order quantity, model of Wagner-Whitin, Silver-Meal-heuristic, Dixon-Silver-heuristic)
- Order processing and scheduling systems taking into account the Flow Shop and the Job Shop concepts as well as production control (Kanban, concept of progress numbers, order release with load limitation)

Precognitions: Basic knowledge in mathematics/statistics/logistics I/logistics II
Exam: Written, integrated examination: lecture + tutorial
Teachers: Assistants

WBW **Quantitative Case Studies in Logistics**

The purpose of this tutorial consists of confronting the students with practice-oriented problems in order to train their ability to choose and apply appropriate planning methods efficiently. The focus is set on problems like product classification, material requirement planning, production program planning, capacity and lot-size-planning, planning of tours and round trips as well as shipping route optimization. The application of the different planning methods is realized through the use of a software tool called “Logistik-Toolbox” which contains all of the methods needed to solve different planning problems.

After a short introduction in methods and proceedings of case study tutorials, the students first will be trained to solve easier case studies by discussing them with their colleagues and the tutor. Then, two or three case studies of higher complexity will be analyzed and discussed by the students in teams. Finally, the students will be examined during the last session by solving a new case study independently. The general proceeding, the selection of appropriate methods as well as the interpretation of the achieved results are significant factors for the evaluation of the student’s performances.

Precognitions: Specialized knowledge in logistics, especially planning tools and methods
Exam: Independent discussion and solution of a final case study
Teacher: Dipl.-Wi.-Ing. Philipp Gröger
WBW  Advanced Seminar in Logistics

Scientific analysis and discussion of business problems are required of graduates to launch a career successfully. Due to this, students should be able to find, discuss and evaluate current topics in their field of specialization, and to prepare ideas and solutions of problems in this range. Students are expected to submit a paper (10-15 pages), give a short report about the subject and participate actively in seminar discussion. They should be enabled to write a scientific paper in preparation of the session. During presentation students should describe and defend their solutions in front of the audience.

Precognitions: Basic knowledge in business administration, specialized knowledge in logistics
Exam: Term paper + oral examination
Teacher: Prof. Dr. Rainer Lasch, Assistants

WBW  Seminar “Logistics & Applied Research”

This seminar is conducive to the scientific debate with current research fields in logistics. Especially brilliant students are given the chance to participate in current research activities of the chair. These students become integrated in different research projects and are attended intensely.

Precognitions: Specialized knowledge in business administration and logistics
Exam: Project Work
Teacher: Prof. Dr. Rainer Lasch, Assistants

WBW  Up-to-date Logistics

In this seminar students will present and discuss in group work current developments and trends in logistics. The program should guide to the discussion with (magazines) literature beyond the lecture documents which train presentation technology as well as the link to practice. Every group present within two appointments their term paper e.g. on the bases of results of empirical examinations as well as trend-setting practice solutions of industrial logistics and of logistics service providers. The presented topics are selected by each group, besides, on a weighed mixture of (scientific) study results, enterprise solutions and other fields has to be paid attention. Therefore, an extensive, independent research also in the most current sources is required compellingly.

Precognitions: Specialized knowledge in business administration and logistics
Exam: oral examination
Teacher: Dipl.-Kfm. Marco Gießmann
**WBW Scientific Work Methods**

During five lessons students are presented criteria, forms and techniques of scientific work. Special indications for written works and oral presentations as well as useful tips (e.g., literature research) supplement the offer, which is rounded by indications to the rhetoric. First of all, on account of the scientific as well as of the professional relevance the participation can be recommended on this lecture to the students only urgently. Besides it is a matter of paying attention that the participation (next to a seminar) obliges for all that student who would like to do their diploma thesis at our chair (participation confirmation)!

Precognitions: Specialized knowledge in business administration and logistics  
Exam: None  
Teacher: Dr. Christian G. Janker

**WBW Logistics and the business application system SAP R/3**

A first overview about this leading business application system is given in this course. Apart from that, special applications of logistics will be presented.

The following topics will be treated in detail:
- Theoretical introduction in structure and function
- Business problems and examples to practice
- Coached training and using applications in logistics

Precognitions: Basic knowledge in business administration and logistics  
Exam: None  
Teacher: Dipl.-Wi.-Ing. Christian Eichhorn
**WBW Logistics I (Elementary Course)**

Logistics contains planning, control, realization and checking of all information and material flows within a company and between companies from the customer to the supplier. It includes procurement, production, distribution and disposal and is an important factor to achieve lean, customer-oriented and low-cost supply chains in industrial enterprises. The lecture focuses on the fundamentals of logistics. Principles of analyses and design of logistics systems and rules for coordination of logistics processes are considered and applied to typical issues and operational tasks.

Key aspects and goals:
- Detection of logistic relationships between companies, logistic tasks in a company
- Integration of logistics in company structures
- Exemplification of logistics management principles
- Development of a reference model for logistics planning
- Illustration of logistic basics in procurement, production and distribution

Exam: Written (Integrated Examination BWL II)  
Teacher: Prof. Dr. Rainer Lasch

**WBW Logistics II (Elementary Course)**

This lecture is the continuation of Logistics I. Its main focus is the introduction in and application of quantitative models. The aim is the transformation of practice-oriented logistics problems in appropriate models and the solution with mathematical methods. Different methods to solve planning problems of procurement, production and distribution logistics are considered, e. g. ABC analysis and basics of transport planning.

The course is obligatory for all students who like to have a first overview of the subjects in the main study period.

Exam: Written (Integrated Examination Production II + Logistics II)  
Teacher: Dr. Christian G. Janker
Chair of Business Management, especially Industrial Management
Prof. Dr. Udo Buscher

Visitors address: Münchner Platz 3 (Schumann-Bau B 45), 01069 Dresden
Postal address: TU Dresden, Fakultät Wirtschaftswissenschaften, 01062 Dresden
Phone: +49 351 463 33470
Fax: +49 351 463 37714
E-Mail: sekretariat@industrielles-management.de
WWW: http://www.tu-dresden.de/wwbwlim/

Operations management constitutes a substantial part of industrial management and includes both the management of production activities and the management of service activities. The central task of operations management is the effective planning, organization and control of all the resources and activities necessary to provide the market with tangible goods and services. However, operations management is not an isolated function. Rather, it is an integral part of a complex supply chain, involving the delivery of inputs from suppliers to the transformation area, movement of materials within the transformation zone and distribution to the clients.

Due to the common subject “operation” the chair of Industrial Management represents an important interface to the engineering faculties. Thus, the offered lectures are addressed in particular to students of business engineering, who can supplement their technical and technological subjects in an ideal way with Industrial Management.
The following courses can be chosen:

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* Mathematical Planning Methods can be selected as compulsory voting for examination benefits in the Quantitative Methods of the business management. The attendance is recommended for the hybrid subject Operations Research in the main study. The courses are read together by Prof. Dr. Andreas Hilbert and Prof. Dr. Rainer Lasch.

** Production Management I is part of the complex examination BWL II. Production Management II is part of the complex examination BWL III. The attendance of the course Production Management II is recommended for the subject Industrial Management in the main study.

*** The examinations to the courses are offered only in connection with the respective lecture examinations (together 6 Cr).

**** The attendance on the Seminar Industrial Management is a condition for writing a thesis (diploma) at the chair of Industrial Management.
Description of the courses:

**WBW Industrial Inventory Management (ILM)**

*Goal:* After the attendance of the course students should know the characteristics of different inventory systems and should be able to formally represent the fundamental systems with deterministic and stochastic demand processes on basis of cost-oriented models.

The objective of the lecture Industrial Inventory Management is to present in detail the concepts related to inventory management, one of the key physical variables in the supply chain. Within the lecture special attention is given to the relationship of production and transfer processes. On the basis of cost-oriented inventory models recommendations are derived in order to control efficiently the flow of goods. The analysis does not finish at the enterprise borders but will be expanded on the whole supply chain.

**Precognitions:** Basic knowledge in Production Management

**Exam:** Written examination (90 min for 3 LP or 120 min for 6 LP)

**Teachers:** Prof. Dr. Udo Buscher and assistants

**WBW Strategic Production Management (SPM)**

*Goal:* The course provides participants with an overview on how operations management contributes to company’s strategic goals. Basing on the techniques introduced the students should be able to systematically derive recommendations for strategic operations decisions.

This module will focus upon operations management issues on a strategic level and will give participants the opportunity to develop a greater understanding of the way in which operations management contributes to overall corporate strategy. Especially those decisions about products, processes, layouts, and facilities of strategic importance and long-term significance for the organization are analysed.

**Precognitions:** Basic knowledge in Production Management

**Exam:** Written examination (90 min for 3 LP or 120 min for 6 LP)

**Teachers:** Prof. Dr. Udo Buscher and assistants
**WBW Production Planning and Control (PPS)**

*Goal:* Upon completion of this course, the student should be able to develop and implement improved planning and control methods for production systems. Moreover, the student should be aware of the deficits of classical manufacturing systems which stem from the underlying successive planning approach.

This module will cover a range of issues in management of production planning and control systems. The different methods available for manufacturing systems will be addressed. Topics will include forecasting, aggregate and master planning, capacity planning and management, material requirements planning, capacity resource planning, and short-term scheduling.

**Precognitions:** Basic knowledge in Production Management

**Exam:** Written examination (90 min for 3 LP or 120 min for 6 LP)

**Teachers:** Prof. Dr. Udo Buscher and assistants

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**WBW Theory of Production and Costs (PUK)**

*Goal:* After the lecture the students should have a broad background in production economics, production functions, and cost functions. Applying economic principles to selected manufacturing problems the students should gain improved skills in management decision making.

This course is designed to provide a theoretical basis in production economics. On the basis of different production function some key concepts like efficiency, thinking at the margin, scarcity, and opportunity cost are deepened. Thereby the Gutenberg-production-model plays a central role, because this concept especially considers industrial conditions. Moreover the Gutenberg-production-model allows including several additional aspects like environmental issues.

**Precognitions:** Basic knowledge in Production Management

**Exam:** Written examination (90 min for 3 LP or 120 min for 6 LP)

**Teachers:** Prof. Dr. Udo Buscher and assistants
WBW Seminar Industrial Management

Selected problems and current questions in the field of industrial management are treated in the seminar. The aim of the seminar is to prepare a certain problem in terms of a scientific paper. After finishing the paper the main contents are to be presented. Thereby the students are asked to use modern presentation technology.

Precognitions: Advanced knowledge in Production Management
Exam: Written thesis (25 pp.), co-presentation (5 min) and disputation (20 min) (4 LP)
Teachers: Prof. Dr. Udo Buscher and assistants

WBW Software-Lab (Instruments of Scientific Writing for Economists)

The seminar offers an introduction to the generic typesetting system TeX. After the course the students should be able to provide scientific papers with LaTeX and related software. Within a meeting in the SLUB (Saxony State and University Library) the fundamentals of the literature search are presented and an overview to substantial data bases is given. Beyond these fundamentals the software GAUSS and LINGO are presented. These programs should enable students to solve quantitative problems appearing in their seminar papers and diploma thesis.

Precognitions: Basic knowledge in Production Management
Exam: Attendance certificate and pass of accompanying tasks (2 LP)
Teachers: Prof. Dr. Udo Buscher and assistants
Chair of Business Management, especially Marketing
Prof. Dr. Stefan Müller

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WWW: www.marketing.wiwi.tu-dresden.de

Marketing describes and explains how organizations and individuals interact on markets. The Chair of Marketing puts focus on methods and instruments that companies use to establish and maintain successful relationships with their costumers. Since individuals do not act in a rational way, we pursue an interdisciplinary approach that integrates psychological and sociological methods and findings. Only if marketing students are familiar with powerful tools of market research, they will be able to understand and influence consumers. Therefore we empower students to conceptualise and conduct market surveys and to analyse, interpret and finally present empirical data. The master course of marketing is restricted to students with a bachelor degree, who have passed the examination in Marketing I and II of elementary course.

We prepare students for their professional life in marketing, both research or practice. Our courses introduce advanced methods and instruments of marketing. Furthermore, students learn to formulate and solve decision making problems and to present their findings in front of an audience. In order to do so, students have to gain a critical view on theoretical concepts. Moreover, they have to improve their ability to understand macroeconomic and social issues. To achieve both targets, we invite practitioners to support parts of our lectures, classes and seminars.

The range of job opportunities for our graduates is multifarious. Other than to start as an assistant product or brand manager they might start a career in market research, advertising, distribution, public relations, research, and education.

In order to better involve our students, we do not only offer lectures, but also tutorials, workshops, project seminars and research projects. Besides latest marketing topics (e. g. successful sponsoring, active complaint management) we focus on advanced methods of empirical research. These are essential for the decision making in practice as well as for the research of behavioural science.

Specific fields of research are:
- Theoretical basics of marketing
- Marketing as a strategy of persuasion
- Consumer behaviour
- Market research (esp. multivariate data analyses)
The following courses can be chosen:

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<tr>
<td></td>
<td>12012</td>
<td>Success Factors in Marketing II</td>
<td>2</td>
<td>3</td>
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<th>Exam</th>
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<tr>
<td>WS</td>
<td>12051</td>
<td>Introduction into Scientific Work</td>
<td>2</td>
<td>3</td>
<td>C</td>
<td>Kl 60/</td>
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<td></td>
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<td>Market Research</td>
<td>2</td>
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<td>SPSS Class</td>
<td>2</td>
<td>3</td>
<td>C</td>
<td>Kl 90/Pr</td>
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<tr>
<td></td>
<td>12140</td>
<td>Project Seminar</td>
<td>2</td>
<td>3</td>
<td>PrS</td>
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<td></td>
<td>Undergraduate und Postgraduate Seminar</td>
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<td></td>
<td></td>
<td>Undergraduate Workshop</td>
<td>2</td>
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</tbody>
</table>

* classes in structuring
Description of the courses:

**WBW Marketing I/II (Elementary Course)**

*Goal: Students will get an overview on instruments of marketing mix.*

The Marketing mix consists of the so-called four P’s of promotion, product, price, and place. Furthermore, the lectures impart basic knowledge in marketing research.

Examination: Written exam  
Teacher: Prof. Dr. Stefan Müller

**WBW Lectures "Strategies of Persuasion in Marketing I and II”**

*Goal: Students acquire theoretical basics of marketing and knowledge of causal correlations in marketing, that was already empirically verified.*

By now, marketing has become well established in most companies, and market research provides the decision makers with a mass of information on consumer behaviour. As a result, experts face a variety of marketing tools and information which are potentially useful for decision making. In order to help them to choose the right methods and information, the lecture and the workshop follow the tradition of research in success factors. While the elementary course follows an instrumental, practice-based view of marketing, the master course focuses on a more scientific approach.

Previous Knowledge: Basic knowledge in marketing  
Examination: Written exam  
Teacher: Prof. Dr. Stefan Müller

**WBW Workshops “Strategies of Persuasion in Marketing I and II”**

*Goal: Students will be able to read scientific papers.*

The content of the lectures will be completed and deepened in smaller groups. The main focus is on relevant articles published in scientific journals. Furthermore, students work in teams on latest topics (e.g., mapping out a couponing-strategy). The results of the teamwork have to be submitted written or have to be presented during the course.

Previous Knowledge: Basic knowledge in marketing  
Examination: Written exam  
Dozent: Dipl.-Kffr. Anja Leuteritz/Dipl.-Kfm. Stefan Wünschmann
**WBW  Introduction into Scientific Work**

*Goal: Students will be able to write their scientific paper (Advanced Seminar) and, finally, their master thesis.*

This course teaches how to tackle scientific problems. Mainly, scientific strategies are discussed. Furthermore, we introduce problems of presentation techniques and the different steps of a scientific work (e.g. how to find the relevant literature, how to analyse scientific texts and how to structure a paper).

**Previous Knowledge:** Basic knowledge in marketing

**Knowledge:** (lectures “Marketing I und II” of elementary course)

**Examination:** Written (exam and class in structuring)

**Teacher:** Dipl.-Kffr. Uta Johne

**WBW  Market Research**

*Goal: Students learn how to design and conduct market research studies.*

This lecture helps students to understand market research as the base of decision-making for marketers. A deep review of current statistical methods is followed by practical examples and case studies. In particular, the course provides insights into methods of data mining, especially multivariate analyses (e.g. analysis of variance, regression analysis, cluster analysis). Furthermore, scaling procedures and measures of validity and reliability are discussed.

**Previous Knowledge:** Basic knowledge in marketing and statistics

**Knowledge:**

**Examination:** Written exam

**Teachers:** Dipl.-Kffr. Anja Leuteritz/Dipl.-Kfm. Stefan Wünschmann

**WBW  Advanced Seminar**

*Goal: Participants get experienced in the techniques of scientific argumentation and writing.*

The Advanced Seminar deals with latest marketing topics (e.g. influence of customer satisfaction on customers loyalty). At the beginning of the winter break, students choose a topic for their scientific paper (approx. 12 pages). During the following summer term, they present the results of their research. The number of students is restricted.

**Previous Knowledge:** Introduction into Scientific Work

**Knowledge:**

**Examination:** Seminar paper and presentation

**Teachers:** Prof. Dr. Stefan Müller and assistant teachers
**WBW SPSS Class**

**Goal:** Students become familiar with software-package ”SPSS”.

This course consolidates the knowledge gained in the lecture on Market Research. Using an exemplary data set, students learn how to use the statistical program ”SPSS” (Statistical Package for the Social Science).

Previous Knowledge: Market Research
Examination: Written exam and project
Teachers: Dipl.-Kffr. Anja Leuteritz/Dipl.-Kfm. Stefan Wünschmann

**WBW Project Seminar**

**Goal:** Students will be able to use theoretical knowledge for special problems.

Students work on current research and practice projects. They will not only apply their knowledge gained during the lectures but also learn to interact in a team und to coordinate projects. The number of students is restricted.

Previous Knowledge: Depends on the current topic of the seminar
Examination: Seminar paper und presentation
Teachers: Prof. Dr. Stefan Müller und assistant teachers
Chair of Business Management, especially Corporate Management and Marketing
Prof. Dr. Armin Töpfer

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Postal Address: TU Dresden, Fakultät Wirtschaftswissenschaften, 01062 Dresden
Phone: +49 351 463 32187
Fax: +49 351 463 35237
E-Mail: lfmu@rcs.urz.tu-dresden.de
WWW: http://www.tu-dresden.de/wwbwlmuf/

The subject of Corporate Management and Marketing is the shaping and steering of corporate processes. All parts of the value chain are to be optimized on the grounds of customer orientation with the overall aim of market success. Corporate Management and Marketing means to lead the company with a clear market focus, i.e. to understand the customers’ requirements and to solve their problems. At the same time Corporate Management and Marketing equals - in the sense of a corporate philosophy and a management concept - a mental attitude for all employees.

The concept of Corporate Management and Marketing is dealt with on the three levels of systems, processes and persons. Important elements are represented by planning, controlling, information and communication, organisation as well as management of personnel and human resource management.

Main instruments for the implementation of a Corporate Management and Marketing system with regards to current competitive conditions are the following:

- Value based management as a comprehensive steering concept.
- Re-Engineering on the grounds of business process analysis and conducted in connection with a comprising benchmarking approach under the aim of enhanced customer orientation and customer satisfaction.
- Lean Production and Lean Management for a more effective and efficient organisation.
- Total Quality Management as a comprehensive approach for suceeding under time, cost and quality competition.
- Continuous improvement process as a means to fully develop employee creativity.
- Human Resource Management to build up the personnel as the most important sucess factor to its full potential.
- Deployment and realization of competitive strategies and market positioning.
The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
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<tbody>
<tr>
<td>WS</td>
<td>1111</td>
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<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 90 *</td>
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* part of BWL I

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<th>Exam</th>
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<td>12204</td>
<td>Corporate Management and Marketing I with integrated Case Studies</td>
<td>2/0/1</td>
<td>4</td>
<td>V/K</td>
<td>Kl 60/Be</td>
</tr>
<tr>
<td></td>
<td>12206</td>
<td>Corporate Management and Marketing III with integrated Case Studies</td>
<td>2/0/1</td>
<td>4</td>
<td>V/K</td>
<td>Kl 60/Be</td>
</tr>
<tr>
<td>SS</td>
<td>12205</td>
<td>Corporate Management and Marketing II with integrated Case Studies</td>
<td>2/0/1</td>
<td>4</td>
<td>V/K</td>
<td>Kl 60/Be</td>
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</table>

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<th>Sem.</th>
<th>POS-Nr.</th>
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<th>ToC</th>
<th>Exam</th>
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<tr>
<td>SS</td>
<td>12225</td>
<td>Advanced Seminar Corporate Management and Marketing</td>
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<td>HS</td>
<td>Se</td>
</tr>
<tr>
<td>WS/SS</td>
<td></td>
<td>Several seminars with practical background</td>
<td>0/0/2</td>
<td>3</td>
<td>S</td>
<td>Se/Pr</td>
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</tbody>
</table>
Description of the courses:

**WBW Corporate Management and Marketing I**

*Goal: Students will get an overview on selected topics faced by the integrated concept of market based and resources based view.*

The lecture deals with principal aspects of philosophy of science for business administration, market based view, resources based view, theory of the firm, value based management, supply chain, e-business, corporate networks, competition, corporate governance and strategy development and implementation.

Precognitions: Basic knowledge of Corporate Management and Marketing
Exam: Written exam and Case Study
Teacher: Prof. Dr. Armin Töpfer

**WBW Corporate Management and Marketing II**

*Goal: Students will acquire systematic knowledge of strategies and costumer orientation.*

The lecture deals with principal aspects of market segmentation, customer value, technology and quality leadership, low price strategy, outpacing strategy, product lines strategy, system provider strategy, diversification strategies, timing strategies, Merger & Acquisitions, dynamic strategies, customer relationship management and customer loyalty/ complaint management.

Precognitions: Knowledge of Corporate Management and Marketing
Exam: Written exam and Case Study
Teacher: Prof. Dr. Armin Töpfer

**WBW Corporate Management and Marketing III**

*Goal: Students will get an overview on management concepts of strategic and operative steering.*

The lecture deals with principal aspects of quality management, concepts of Business Excellence, Business Excellence in practice, business process management, value driven analysis and BSC, concepts of leadership, human resource management, reorganization and organizational development, instruments of quality management/ Business Excellence, market research, Six Sigma, business transformation/ change management and development of a company.

Precognitions: Knowledge of Corporate Management and Marketing
Exam: Written exam and Case Study
Teacher: Prof. Dr. Armin Töpfer
WBW Advanced Seminar Corporate Management and Marketing

Goal: *Students are required to work individually on a topic within a general seminar frame.* Researching, editing and conveying knowledge through presentations are core elements of this task.

Precognitions: Knowledge of Corporate Management and Marketing
Exam: Seminar paper
Teachers: Prof. Dr. Armin Töpfer
Chair of Business Management, especially *Organization*
Prof. Dr. Frank Schirmer

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Fax: +49 351 463 37278
E-Mail: frank.schirmer@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/wwbwlor/

Organization as a subject includes organization theory, organizational behavior and organizational change. Problems of central significance relate to the design of organizational structures and processes and the integration of individual and organization. The Chair further concentrates on the management of organizational change which becomes essential in contexts such as organizational restructuring, strategic reorientation, mergers and acquisitions, and implementation of organizational learning. Research focuses on the efficient design of change processes as a crucial factor to gain competitive advantages.
The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tr>
<td>WS</td>
<td>1134</td>
<td>Basics in Management of Organizations</td>
<td>1/0</td>
<td>0</td>
<td>1,5</td>
<td>V</td>
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<td>* part of a written examination (Kl 90) together with Marketing II</td>
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<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tbody>
<tr>
<td>WS</td>
<td>12405</td>
<td>Modul I: Managing Organizational Structure and Behaviour</td>
<td>2/2</td>
<td>6</td>
<td>V/Ü</td>
<td>Kl 120 oder Kl 60 + HA 1)</td>
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<tr>
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<td>12407 + 12408</td>
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<tr>
<td>SS</td>
<td>12406</td>
<td>Modul II: Managing Organizational Change and Development</td>
<td>2/2</td>
<td>6</td>
<td>V/Ü</td>
<td>Kl 120 oder Kl 60 + HA 1)</td>
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<td>12409 + 12411</td>
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<td>12451</td>
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<td>0/2</td>
<td>3</td>
<td>Ü</td>
<td>HA</td>
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<tr>
<td>WS/SS</td>
<td>12520</td>
<td>Main Seminar Organization 3)</td>
<td>0/0/2</td>
<td>3/4</td>
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<td></td>
<td></td>
<td>Tutorial Methods of Scientific Work</td>
<td>0/2/0</td>
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<td></td>
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<td>Colloquium Organization 4)</td>
<td>0/0/2</td>
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<td></td>
<td></td>
<td>Colloquium of Final Project Paper 5)</td>
<td>0/0/2</td>
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</table>

1) The possibility writing an assigned work is limited. Examination of the modul is then HA + Kl 60.
2) class over three days, out of Dresden (fee about 65 Euro), preparation in small groups, assigned work
3) 4 LP for increased degree of difficulty
4) extension of specific topics of the advanced courses
5) mandatory for students who do their final project paper at our chair
Description of the courses:

**WBW Basics in Management of Organizations**

*Goal: Students get an overview on basic aspects of the subject.*

The lecture deals with basics and elements of organization design, forms of organization, design of organizational processes, modularization and new trends of organizational design. Aspects of organizational culture, the management of coordination and change of organization are topics of the lecture as well.

Exam: Written examination  
Teacher: Prof. Dr. F. Schirmer

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**WBW Modul I: Managing Organizational Structure and Behaviour**

*Goal: Students learn to realize, understand and deal with problems relating to coordination of structures and behaviour in organizations, to judge the competitiveness of the specific theoretical approaches and to estimate consequences of corresponding organisational measures.*

The lecture provides an overview on basic concepts of organization and management, including measures of coordination, organization design, organization theory and their relevance for practice. Also considered is the management of behaviour in organizations, i.e. information, communication and micropolitics. The management of organization structures and organization networks, as aspects of modularization, the developments of networks and virtualization, are explored further. The class intends to deepen the knowledge of the lecture in a practical way. Topics are for instance communication, group dynamics and micropolitics. Class participants work with case studies, do practical exercises in team work and have the opportunity to take part in class discussions.

Precognitions: Basics in management of organizations (pre diploma - Vordiplom)  
Exam: Written examination 120 or written examination 60 + assigned work  
Teacher: Prof. Dr. F. Schirmer / K. Schwabe / G. Faßauer
WBW  Modul II: Managing Organisational Change and Development

Goal: Students get to know and learn main theoretical and practical approaches explaining and managing organisational change and are supposed to acquire the competence to judge these approaches on their competitiveness describing, explaining and managing change in organizations.

The lecture explores change of organizations and managing change in organizations. Starting with forms, triggers and theories of organizational learning and change, including a theory of change politics, the lecture continues with main management models of organizational change, i.e. organizational design, organizational development, organizational transformation. Finally discussed are fundamental problems of managing change, as for instance resistance against change and political dynamics in change processes.

The class gives the opportunity to deepen the knowledge of the lecture. Topics are for instance organisational learning and the management of knowledge. Class participants work with case studies, do practical exercises in team work and have the opportunity to take part in class discussions.

Precognitions: Basics in management of organizations (pre diploma - Vordiplom)
Exam: Written examination 120 or written examination 60 + assigned work
Teacher: Prof. Dr. F. Schirmer / K. Schwabe / G. Faßauer

WBW  Practice of Decision Making and Behaviour in Organizations

Goal: Students should be set in the position to reflect about their own behaviour and the behaviour of group members in situations typical of organisational reality. Furthermore, students will learn to apply theoretical knowledge of the lectures to solve practically relevant problems of organizing.

The class on practice of decision making and behaviour takes three days out of Dresden (fee about 65 Euro). Conceptionally organized like an assessment centre, the class includes group exercises relating to topics like negotiation, cooperation, communication and leadership styles. Participants have to prepare a assigned work in team work.

Precognitions: Basics in management of organizations (pre diploma - Vordiplom)
Exam: Assigned work
Teacher: Prof. Dr. Frank Schirmer
**Main Seminar Organization**

*Goal: The seminar is intended to get students used to scientific working styles and to give the opportunity of exploring current topics of organization more deeply.*

This seminar is directed to all students who have a special interest in the subject of organization and who are prepared to discuss current questions in organization theory in specific scientific working practice. The seminar is mandatory for students who want to write their final project paper at the chair of organization. The current topic of the seminar changes with semester.

**Precognitions:** Basics in management of organizations (pre diploma - Vordiplom); Modul I + II  
**Exam:** Seminar paper  
**Teacher:** Prof. Dr. F. Schirmer

**Colloquium of Final Project Paper**

*Goal: Students get to know methods and techniques writing a final project paper, starting with finding the topic up to handing in the project paper.*

The colloquium is an offer to help those students writing the final project paper at our chair. Focus lays on presenting working structures and first results of the specific project paper. Techniques of working with scientific literature and expectations relating to scientific writing styles are discussed.

**Precognitions:** Basics in management of organizations (pre diploma - Vordiplom); Modul I + II  
**Teacher:** Prof. Dr. Frank Schirmer
Chair of Business Management, especially Human Resource Management
Prof. Dr. Birgit Benkhoff

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E-Mail: lehrstuhl.personalwirtschaft@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/wwbwlpew/

We teach students of Business Management and Economics in the special subject of Human Resource Management. Our research is concerned with core issues of Human Resource Management and current personnel related challenges to organizations and the economy as a whole.

The main areas are:

• Motivation
• Attitudes and attributions of employees
• Working conditions and consequences of atypical employment
• Acceptance of measures to enhance flexibility
• Human Resource Management in virtual organizations
• Conditions for successful communication and cooperation in networks
The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tr>
<td>WS</td>
<td>1133</td>
<td>Aspects of Human Resource Management</td>
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<td>* part of BWL III</td>
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<th>LP</th>
<th>ToC</th>
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<tr>
<td>WS</td>
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<td>V/Ü</td>
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<tr>
<td>SS</td>
<td>12602</td>
<td>Treating Conflicts of Interest 1)</td>
<td>2/2/0</td>
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<tr>
<td></td>
<td>12603</td>
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<td>8</td>
<td>12</td>
<td></td>
<td>HA +</td>
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<td>12651</td>
<td>Empirical Research Methods 3)</td>
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<td>Personnel Management in Practice</td>
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<td>WS/ SS</td>
<td>12654</td>
<td>Data Analysis Using SPSS 4)</td>
<td>0/2/0</td>
<td>1,5</td>
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<td>Kl</td>
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<td>12655</td>
<td>English Management-Literature 4)</td>
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<td>Kl</td>
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<tr>
<td></td>
<td>12660</td>
<td>Final Project Workshop (duration: three months)</td>
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<td>Project Workshop for undergraduate and graduate Students</td>
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1) Courses can be joined in the WS only. The WS lecture and class are prerequisites for the SS lecture and class. Credit points are awarded only for the combined exam (content: "Motivation and Performance" and "Treating Conflicts of Interest"). It is a precondition to participate in lectures, classes and to write an assigned work to be approved of examination.

2) A separate exam of "Motivation and Performance" in the WS is open only to exchange/Erasmus students (who study in Dresden for one semester) and to students who do not specialize in human resource management but want to acquire supplementary credit points.

3) mandatory for students who want to do their final project on an issue of Human Resource Management

4) Takes place only if funds allocated for the course
Description of the courses:

**WBW**  
Aspects of Human Resource Management

*Goal: Students will get an overview on selected topics faced by the personnel function as well as an introduction to social science research.*

The lecture deals with principal aspects of personnel management, such as motivation, employee selection, pay and job design. Topical management problems are also considered, such as organizational culture, equal opportunities and e-HRM.

Exam: Written exam  
Teacher: Prof. Dr. Birgit Benkhoff

**WBW**  
Motivation and Performance

*Goal: Students will acquire systematic knowledge of motivation theories and the effectiveness of management techniques taking advantage of motivational mechanisms.*

The first lecture for advanced students is dedicated to motivation and behaviour at work. After introducing management theories we examine monetary and non-monetary mechanisms of motivation together with management techniques that facilitate those mechanisms. Various management practices such as performance related payment, goal setting, leadership styles and forms of participation are analyzed with respect to their impact on employee performance.

Teacher: Prof. Dr. Birgit Benkhoff

**WBW**  
Class on "Motivation and Performance"

*Goal: Students will be able to analyze and discuss the contents of the lecture and apply them to practical management situations.*

The classes are intended to further explore the topics raised in the lecture "Motivation and Performance". They provide the opportunity for analysis and discussion on selected practical topics. The focus is on the application of various management techniques under different organizational circumstances.

Exam: Written exam  
Teachers: Prof. Dr. Birgit Benkhoff and assistants
**WBW **  
**Treating Conflicts of Interest**

*Goal: Students will be able to identify conflicts of interest within the organizational context and to assess the effectiveness of techniques used to deal with those interests.*

Starting from conflict theories and theories of conflict resolution the second of the core courses on personnel management builds on the content of the lecture "Motivation and Performance" and deals with the mechanisms by which employers and employees pursue their interests and reach a compromise. Among the topics are systems of industrial relations, management strategies - taking account of different market situations and interests - and topical management practices, such as employee appraisal, flexibility and change management.

**Precognitions:** Lecture and class "Motivation and Performance"

**Teacher:** Prof. Dr. Birgit Benkhoff

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**WBW **  
**Class on “Treating Conflicts of Interest”**

*Goal: Students will be able to analyze and discuss the contents of the lecture and apply them to practical management situations.*

In the same way as the first one, the second lecture of the core course is accompanied by a class where students examine the main topics of the lecture more extensively and apply them to organizational practice.

**Precognitions:** Lecture and class "Motivation and Performance"

**Exam:** Written exam on both core lectures and classes

**Teachers:** Prof. Dr. Birgit Benkhoff and assistants

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**WBW **  
**Labour Law and Business Success**

*Goal: Students will become familiar with the legal framework surrounding the employment relationship and will be able to apply their knowledge to practical cases.*

This lecture provides an overview on the most important legal issues facing organizations in connection with their workforce, such as selection and redundancy, contracts of work, temping, outsourcing and works councils. The topics will be dealt with form of practical cases. The lecturer is a specialist lawyer with an academic background.

**Precognitions:** Completed attendance at lectures of civil and industrial relations law during basic studies

**Exam:** Written exam

**Teacher:** Lawyer Bernhard Müller-Weber
WBW  Empirical Research Methods

Goal: Students know how to approach management issues in a scientific way and are familiar with basic empirical research methods.
Each time this seminar takes place, a special issue in Human Resource Management is selected and explored in its various aspects taking into account different methods of social science research such as interview techniques, questionnaire design and literature analysis. All participants draw up a seminar paper which is based on a small empirical study. Students are also expected to do presentations and contribute to class discussions.

Precognitions: Successful participation in both core lectures and classes
Exam: Seminar paper
Teacher: Prof. Dr. Birgit Benkhoff

WBW  Human Resource Management in Practice

Goal: Students will be able to compare, critically analyze and apply practices in selected topics of personnel management.
The course is intended to complement theories and research evidence on human resource management, as presented in the lectures, by dealing mainly with practical issues. Topics are selected professional tasks of the personnel function such as the organization of flexible work time, employee appraisals and redundancy. Teaching methods include case studies prepared by the students themselves, team work and talks by personnel practitioners.

Precognitions: Successful participation in lecture and class "Motivation and Performance"
Exam: Presentation and seminar paper
Teacher: Prof. Dr. Birgit Benkhoff

WBW  Data Analysis Using SPSS

Goal: Students will be able to apply SPSS software to analyze and interpret questionnaire data.
The tutorial offers the opportunity for students to enhance their knowledge of statistics and to increase their practical experience with statistical data analysis. The course is aimed at students starting their final projects or planning to do so in the near future.

Exam: Practical tasks and written exam
Teacher: Tutor
WBW  English Management-Literature

Goal: Students will improve their vocabulary and use of the language on issues of personnel management and their ability to understand scientific articles.

The tutorial offers an opportunity for students to improve their English language skills in order to facilitate the study of English literature particularly in the field of Human Resource Management. Participants discuss and analyze scientific and professional texts.

Exam: Written exam  
Teacher: Tutor

WBW  Small Project (duration: three months)

Goal: Students develop some research competence and make a first scientific contribution.

At any time during the year students can conduct limited empirical projects which are related to our areas of research. They will be supervised by the person specializing in the respective field. Students are invited to propose topics and discuss their feasibility.

Precognitions: Successful participation in both core lectures and classes  
Exam: Project  
Teachers: Prof. Dr. Birgit Benkhoff and assistants
Chair of Business Management, especially *Managerial Accounting and Control*
Prof. Dr. Thomas Günther

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WWW: http://www.tu-dresden.de/wwbwlbrw/

The chair of managerial accounting and control is dedicated to educate students in using decision tools to support managerial decision making. Based on a profound knowledge in cost accounting, financial accounting, finance and quantitative methods, students learn how to structure and analyze complex decision problems. The teaching and research program of the chair focuses on the information support for the top management of a company. Case studies and plenty of small classes are used by the teaching team to familiarize students with different aspects of managerial accounting tools.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>CP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS</td>
<td>1112</td>
<td>Cost Accounting</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 90</td>
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<table>
<thead>
<tr>
<th>Sem.</th>
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<th>Core Courses</th>
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<th>CP</th>
<th>ToC</th>
<th>Exam</th>
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<tbody>
<tr>
<td>WS</td>
<td>11207</td>
<td>Basics of Managerial Accounting and Control / Strategic Management and Control</td>
<td>3/1/0</td>
<td>5</td>
<td>V/Ü</td>
<td>Kl 100</td>
</tr>
<tr>
<td>SS</td>
<td>11208</td>
<td>Managerial Cost Accounting / Cost, Time and Quality Management</td>
<td>3/1/0</td>
<td>5</td>
<td>V/Ü</td>
<td>Kl 100</td>
</tr>
<tr>
<td>WS</td>
<td>11209</td>
<td>Business Analysis and Presentation Seminar</td>
<td>0/0/2</td>
<td>2</td>
<td>S</td>
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<th>Sem.</th>
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<th>CP</th>
<th>ToC</th>
<th>Exam</th>
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<td>11261</td>
<td>Financial Statement Analysis</td>
<td>2/0/0</td>
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<td>V</td>
<td>Kl 90</td>
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<tr>
<td></td>
<td>51004</td>
<td>Hospital Management</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 90</td>
</tr>
<tr>
<td>SS</td>
<td>11265</td>
<td>Valuation of Companies and Value Based Management</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 90</td>
</tr>
<tr>
<td></td>
<td>11259</td>
<td>Case Study Seminar <em>(Held in English)</em></td>
<td>0/0/2</td>
<td>4</td>
<td>HS</td>
<td>Se</td>
</tr>
<tr>
<td></td>
<td>11255</td>
<td>Business Game</td>
<td>0/0/2</td>
<td>2</td>
<td>S</td>
<td>Se</td>
</tr>
<tr>
<td>WS/ SS</td>
<td>11323</td>
<td>Research Seminar</td>
<td>0/0/2</td>
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<td>HS</td>
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<tr>
<td></td>
<td>11256</td>
<td>Managerial Accounting with SAP</td>
<td>0/2/0</td>
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<td>Ü</td>
<td>Kl 60</td>
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<tr>
<td></td>
<td></td>
<td>Graduation Workshop</td>
<td>0/0/1</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>Workshop for Ph. D. Students</td>
<td>0/0/1</td>
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Description of the courses:

**WBW Cost Accounting**

*Goal:* Students will get an overview on essential basics of cost accounting methods in companies.

The course deals with central cost accounting basics like the definition of cost components, the allocation between cost centers and the calculation of product costs. Furthermore, several types of income statements and the profitability analysis are discussed. In addition to the traditional full costing systems using actual costs, standard costs and marginal costing systems are depicted. For supplementary information about the presented topics students can use a computer based training.

**Exam:** Written exam  
**Teacher:** Prof. Dr. Thomas Günther

**WBW Basics of Managerial Accounting and Control / Strategic Management and Control**

*Goal:* Students will get an overview on essential basics of operational and strategic management methods and on how to apply them in practice.

This lecture deals with general tasks and objectives of managerial accounting and control and describes the organization of planning and control. Based on a survey of several accounting systems, basic decisions tools like the sensitivity analysis, simulation techniques and tools to inspire creativity and to analyze the company are presented. Furthermore the students are familiarized with methods supporting the presentation of data and information.

The second part of the lecture, called "Strategic management and control", deals furthermore with deriving strategies on the corporate as well as on the business level. The students learn how to analyze businesses and how to structure a company’s environment. Concepts like the experience curve, the product life cycle, the industry cost curve and the value map are used to derive strategic key factors.

Additionally, planning tools are presented. To create corporate strategies, portfolio techniques and matrices are discussed. Furthermore the shareholder value concept, different strategic monitoring techniques and instrument for checking strategies are focused in this lecture.

**Precognitions:** Cost Accounting  
**Exam:** Written exam  
**Teacher:** Prof. Dr. Thomas Günther
WBW Managerial Cost Accounting / Cost, Time and Quality Management

Goal: Students will acquire knowledge of cost-, time- and quality-based decision-supporting management tools and how to apply them in practice.

Cost accounting can deliver plenty of information to support managerial decisions. Based on the knowledge of basic accounting systems like flexible cost budgeting or multi-step direct costing the first part of the course discusses typical managerial problems like the analysis of profit variances, the control of projects, the program planning, the break even analysis, transfer pricing and the control of decentralized divisions. The main decisions tools are presented by a computer based training while the lecture itself deals with the discussion of small cases using these methods.

The second part of the course discusses the factors cost, time and quality that have to be actively managed to influence the company’s future positions. Concerning the management of costs, methods like activity based costing, target costing and life cycle costing are discussed. In the area of time measurement process analyses like the half life concepts or the value added analysis are used. Furthermore, operational quality management tools like quality functional deployment, failure mode and effects analysis and statistical process control are illustrated. Additionally, the benchmarking concept is broadly discussed and analyzed.

Precognitions: Cost Accounting
Exam: Written exam
Teacher: Prof. Dr. Thomas Günther

WBW Business Analysis and Presentation Seminar

Goal: Students will apply several presented management tools in a complex business analysis, they will create a business report in teams and train their presentation skills.

In this course the students are required to analyze a company from a strategic point of view. The main questions that have to be answered are how the current business situation of the company can be described, how future potentials can influence the company’s position and which shareholder value can be calculated for the company. The required information should be retrieved primarily from business reports, press releases etc. During the course the students cooperate in groups of 5 persons. The common results are presented in a final presentation of 15 minutes and discussed critically.

Exam: Seminar paper and oral examination
Teacher: Prof. Dr. Thomas Günther
**WBW Financial Statement Analysis**

Goal: Students will get an overview on various components of financial statement analysis and how to apply them in practice. The balance sheet as well as the income statement are an important tool for controlling business. Using the annual report of a real company a financial and profit analysis of the financial statements is performed. Possibilities of creating a system of core ratios and of empirical forecasting insolvencies are presented and discussed.

Precognitions: Financial accounting
Exam: Written exam
Teacher: Dipl.-Wirts.-Ing. Frank Schiemann

**WBW Hospital Management**

Goal: Students acquire knowledge about the management of an hospital and learn the implementation of instruments arising from the fields of system engineering and managerial accounting in the public wealth systems. The lecture is a cooperative project between the Chair of Managerial Accounting and Control and the Chair of System Engineering. The student gets fundamental information concerning the management of hospitals, such as for example information about strategic aspects, organisational forms, process management as well as about clearing and incentive systems. Furthermore, cost accounting methods as well as cost and quality management instruments are taken into consideration with reference to the specific characteristics of hospitals. Additionally, an overview on hospital information systems is provided.

Precognitions: Cost Accounting
Exam: Written exam
Teacher: Prof. Dr. Werner Esswein/Prof. Dr. Thomas Günther/Dr. Ralf Schönherr
WBW  Valuation of Companies and Value Based Management

Goal: Students will get an overview on various types of company valuation and value based management.
Since the end of the 1980s in business research a strict alignment to shareholder value and value based management as fundamental management principle can be recognized. According to this the course deals with the shareholder value discussion and provides a broad survey about methods of company valuation and basics of operational and strategic value management. Relating to operational value management, ratios like EVA™, CVA, M/B-Ratio or Tobins’ Q are discussed. Finally, value based approaches to strategic planning are presented.

Exam: Written exam
Teacher: Prof. Dr. Thomas Günther/Dipl.-Wirtsch.-Ing. Frank Schiemann

WBW  Case Study Seminar ”Environmental Management in Case Studies”

Goal: Students will analyze complex case studies at the interface between management accounting and environmental management and will train their presentation skills.
During the seminar the students will develop solutions for complex management problems by solving different case studies in teams by intensive group discussions. The lecturers will act as moderators who promote and accompany the discussions encouragingly. Among others the case studies deal with the following topics: Investment Decisions, Acquisition Decisions, Target and Life Cycle Costing, Location Decisions, Integrated Environment- and Quality-Management and Operational Eco-Balancing. All case studies are based on studies in European companies of different sizes. This seminar is held in English.

Exam: Seminar paper and presentation
Teacher: Prof. Dr. Edeltraud Günther/Prof. Dr. Thomas Günther
WBB Business Game

Goal: Students will develop a strategic concept for a virtual company. Thereby their knowledge in the field of Strategic Managerial Accounting will be strengthened and deepened. The acquisition of a holistic way of thinking and behaving is encouraged. Furthermore, the students will improve their ability to work in teams and their presentation skills.

Following the principle "Learning business by doing business", the students will have to deal in a group with a complex problem with reference to a virtual, but realistic modelled company. The students handle with decisions under uncertainty and risk, use instruments of cost accounting as well as of product and process cost calculation. The effects of the decisions on sales, warehousing, purchase, research and development, finance and accounting and human resources have to be considered.

Exam: Seminar paper and presentation
Teacher: Prof. Dr. Thomas Günther/Dipl.-Wirtsch.-Ing., Dipl.-Ing. Martin Hartebrodt

WBB Research seminar

Goal: The student gets the opportunity of critical examination of a current topic from the business administration research. Additionally, the skills of writing academic papers as well as the presentation skills are trained.

During this seminar students get assignments arising from the current research fields of the Chair. The seminar papers have to be written in teams of two. The topics arise for example from the fields of "Value Based Management" or "Measurement, Valuation and Management of Intangible Assets".

Exam: Seminar paper and presentation
Teacher: Prof. Dr. Thomas Günther/Members of staff

WBB Managerial Accounting with SAP

Goal: The student learns the utilisation of a wide range of the opportunities offered by the application software SAP R/3 and acquires knowledge about structure and functionality of the R/3 system.

During the course students learn to use the computer program SAP R/3 using case studies. Within the modules Logistic and Controlling students create reports, deal with orders and plan a project.

Exam: Written exam
Teacher: Dipl.-Kffr. Lucia Bellora/Tutors
Chair of Business Management, especially *Environmental Management*
Prof. Dr. Edeltraud Günther

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Fax: +49 351 463 37764
E-Mail: bu@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/wwbwlbu/

The chair is specialised in teaching and research on environmental management, i.e. integrating economic and environmental aspects into management decisions.

Main focus of our teaching is on answering the following questions:

- Which general conditions are relevant for companies and how do they affect each other?
- In what way do these general conditions influence ecological decision-making?
- In what way is it possible to integrate environmental protection on all stages of the value circle?
- Which problems can occur in this context and how can they possibly be solved?
- Which instruments for integrating a higher environmental orientation are available?
- What are the strengths and weaknesses of all these instruments in comparison with each other?

Aims and planned results of our teaching:

The superior objective of our chair is to teach you not only expertise but also decision-making skills and responsibility. That’s the reason why we want to give you room for “active learning” in all our courses. So you will be able to increase on the one hand your know-how and on the other hand your social, personal and methodical competencies (the so called “soft skills”) by actively taking part in every course. To give room for “active learning” we decided to replace the course type of “lecture” and offer different types of seminars instead and integrate methods of “active learning”, e.g. partner-interviews, moderation, pro- and contra discussions, case studies, business games, project work, problem oriented Learning among others, in every seminar.

This means you will take an active part in every course by:

- solving problems in teams,
- presenting and defending your solutions and results, and
- discussing the presented topics critically.
The following courses can be chosen:

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<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS</td>
<td>11005</td>
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<td>6</td>
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<td>Se</td>
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<tr>
<td>SS</td>
<td>11006</td>
<td>Environmentally oriented Information- and Decision-making Instruments</td>
<td>0/0/4</td>
<td>6</td>
<td>HS</td>
<td>Se</td>
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</tbody>
</table>

<table>
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<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Supplementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<td>WS</td>
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<td>Field Study - Accompanying a Practical Research Project ¹</td>
<td>0/0/4</td>
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<td>Tutorial Basics</td>
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<tr>
<td>SS</td>
<td>11051</td>
<td>Environmental Management in Case Studies (in English)²</td>
<td>0/0/2</td>
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<tr>
<td></td>
<td></td>
<td>Tutorial Instruments</td>
<td>0/2/0</td>
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</tr>
</tbody>
</table>

1) The project seminar starts in winter semester and ends in the middle of the following summer semester. Therefore 3 SWS have to be scheduled in winter and 1 SWS in summer for working in the seminar.

2) Please contact the Chair of Business Management, especially Environmental Management (Georg-Schumann-Bau, Room B246) for details.

Descriptions of the courses:

Our courses are structured that way, that you will get to know the theoretical basics, you will need for the practical implementation and the scientific specification in the supplementary part, within the core courses.

---

## Core Courses
- Basics of Environmental Economics and Environmental Management (GU)
- Environmental oriented Information and Decision-making Instruments (IE)

## Supplementary Courses
- Environmental Management in Case studies (BUF)
- Field Study – Accompanying a Practical Research Project (PP)
- Graduates Colloquium
WBW Basics of Environmental Economics and Environmental Management

The activities of human civilisation have an increasingly negative impact on our natural environment. In this course you will get to know the basics of Environmental Management, whose objective it is to establish environmental orientation in our community.

Therefore the following questions shall be answered within this course:

• What reasons lead to a degree of utilisation higher than good for our natural environment?
• What are the possibilities of government to influence the behaviour of people and companies concerning our environment? What laws and instruments are available for this?
• What does Sustainable Development mean?
• What is an Environmental Management System and how could it be used?
• What leads to a higher environmental orientation in an increasing number of companies?
• In what way is it possible to integrate environmental protection on all stages of the value circle?
• Which problems occur through this integration and what are possible solutions?

You will analyse several chosen questions in a team by looking at an example from practice: This might be a private company, a non-profit-organization (e.g. the Red Cross or universities) or a unit of public administration (e.g. the administration of the city of Dresden). With these different examples from practice you will also get a feeling for the wide range of possible uses of Business Administration. Your analysis and critical discussion shall always lead to concrete suggestions for acting for the chosen organizations and to further development of this suggestions over the time.

Precognitions: Very good basic knowledge of economics
Exam: Performance in Seminar
Teacher: Prof. Dr. Edeltraud Günther
**WBW Environmentally Oriented Information- and Decision-Making Instruments**

Based on the contents of our course “Basics of Environmental Economics and Environmental Management” you will get to know monetary and non-monetary information- and decision-making instruments in this course. These instruments should enable the integration of a higher environmental awareness in the operational decision-making processes of companies.

Therefore the following questions shall be answered within this course:

- In what ways can environmental impacts of companies be detected, and how can they be evaluated?
- In what way can external and internalised effects be taken into account?
- Which instruments for integrating a higher environmental orientation are available? Therefore instruments like cost accounting, eco-balances, green cost-management, green management ratio systems, green portfolios, analysis of annual accounts will be illustrated.
- What are the strengths and weaknesses of all these instruments in comparison with each other?

You will analyse several chosen questions in a team by looking at an example from practice: This might be a private company, a non-profit-organization (e. g. the Red Cross or universities) or a unit of public administration (e.g. the Administration of the City of Dresden). With these different examples from practice you will also get a feeling for the wide range of possible uses of Business Administration. Your analysis and critical discussion shall always lead to concrete suggestions for acting for the chosen organizations and to further development of this suggestions over the time.

**Precognitions:** Very good basic knowledge of business administration

**Exam:** Performance in Seminar

**Teacher:** Prof. Dr. Edeltraud Günther
WBW  Environmental Management in Case Studies

During the seminar you will develop solutions for complex management problems by solving different case studies in several teams by intensive group discussions. We will act as a presenter (moderator) who promotes and accompanies your discussions encouragingly. All case studies are based on studies in European companies of different sizes and deal among others with the following topics:

- Investment Decisions,
- Acquisition Decisions,
- Target and Life Cycle Costing,
- Location Decisions,
- Integrated Environment- and Quality-Management and
- Operational Eco-Balancing.

The case study seminar is held in English and carried out in cooperation with the chair of Business Administration, esp. Managerial Accounting and Control. To solve the different case studies you will work in teams consisting of students from both chairs. Therewith you will learn to combine the different perspectives and come to a sensible result together.

There is a restriction of number to 6 participants of each chair.

Precognitions:  Basics of Environmental Economics and Environmental Management,
               Environmentally oriented Information- and Decision-making Instruments

Exam:  Performance in Seminar

Teacher:  Prof. Dr. Edeltraud Günther
WBW Field Study - Accompanying a Practical Research Project

In this seminar you will actively participate in working at one of our current projects. Therefore a certain question or problem is chosen, for which you will develop a solution together with the other participants of the seminar.

The current projects of the chair are regularly carried out together with partners from industry. So you can bring in your expertise in the chosen project and for our partners from industry while developing the solution for the question of the seminar.

Because it is a project seminar active project management itself is part of the course. That means:

• You will structure complex questions or problems on your own, to solve them in a division of labour process afterwards.
• You will develop a time and work schedule for the seminar, define work packages, set milestones and control yourself set objectives and deadlines.
• At last you will have to generate an overall solution for the initial complex problem out of the individual results of the different work packages.

In other words: You are responsible for the success of your project seminar and the overall solution for the complex problem.

The number of participants is restricted. That’s why an attendance list exists. To get enlisted every candidate has to write an application, attend an interview and pass a short knowledge test.

Exam: Project Performance
Teacher: Prof. Dr. Edeltraud Günther


Chair of Business Management, especially **Auditing and Managerial Taxation**
Prof. Dr. Horst Mayer

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WWW: http://www.tu-dresden.de/wwbwlwus/

Crucial points of the teaching programme:
- preparing and auditing of annual financial statements including group accounting
- taxation influence of entrepreneurial decisions
- managerial taxation
- international aspects of taxation and accounting
- special auditing and trusteeship
- valuation of an enterprise
- developments of the profession of "Wirtschaftsprüfer" (Certified Public Accountant) and "Steuerberater" (Tax Advisor)

The comprehension of the lectures is supported by supplementary tutorials as well as an extensive stock of brochures published by the Lecturer. Interested students have the chance to improve their knowledge in the field of International Accounting and Taxation by attending one of the seminars that are held each semester.

The programme is lectured in a cycle of 2 semesters. The following lectures are held during the next semesters:
The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
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<th>LP</th>
<th>ToC</th>
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*) The lecture "International Taxation" consists of two parts (I and II) and is lectured in a two-semester cycle. An examination in "International Taxation" is possible every semester. The examination (3 credits) comprehends the content of both parts of the lecture.
<table>
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<tr>
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Description of the courses:

**WBW**

**Bookkeeping (double entry accounting)**

*Goal: Students will be able to record business transactions using the system of double entry accounting.*

Students are introduced into the systematic and the technique of double entry accounting.

Exam: Written exam  
Teacher: Dipl.-Kffr. Peggy Gleinig

**WBW**

**Annual Accounting**

*Goal: Students become familiar with the most important German accountancy rules.*

This course introduces in the basics of financial accounting. The most important fiscal regulations and the regulations of the HGB concerning to ascertainment of profits are described.

Exam: Written exam  
Teacher: Prof. Dr. Horst Mayer
WBW  General Code on Taxation Procedure and Taxes on Transactions

Goal: Students will get an overview on procedural tax law, inheritance tax and value added tax.
The lecture deals with German taxation procedures. In the second part taxes on transactions (e.g. inheritance and gift tax, Value Added Tax) and their basis of assessment are analysed.

Exam: Written exam within a 4-hour examination
Teacher: Prof. Dr. Horst Mayer, Prof. Dr. Horst Walter Endriss

WBW  Selected Tax Models

Goal: Students acquire basic knowledge for business orientated tax consultancy.
The lecture shows the determinants of business taxation and the different methods of quantification. The influence of taxation on the choice of location, the choice concerning legal form and investment respectively financing decisions is shown.

Precognitions: Taxes on Income
Exam: Written exam within a 4-hour examination
Teacher: Prof. Dr. Horst Walter Endriss, Dr. Holm Krüger

WBW  Taxes on Income

Goal: Students will become familiar with the system of German taxation on income and profits.
Students are introduced into the German tax system. Income tax, corporation income tax and trade earnings tax as well as the possibilities of tax reduction are dealt with in detail.

Exam: Written exam
Teacher: Prof. Dr. Horst Mayer, Prof. Dr. Horst Walter Endriss

WBW  International Taxation I and II

Goal: Students will be able to analyse the consequences of cross-border transactions.
This course introduces the topic of the taxation of international business and the application of double taxation treaties.

Precognitions: Taxes on Income
Exam: Oral exam
Teacher: Prof. Dr. Thomas Reith
**WBW Seminar Taxes**

The seminar which will be held in each semester deals especially with problems of national and international managerial taxation and the application of double taxation treaties. The detailed description of the topic will be given by the beginning of the semester.

Precognitions: Taxes on Income  
Exam: Project thesis and presentation  
Teacher: Prof. Dr. Horst Mayer

**WBW Law regarding fiscal offences**

*Goal: Students will acquire the knowledge about general terms of the law regarding fiscal offences and the related law of procedure.*  
This course introduces general rules and legal consequences resulting from an offence against the tax law.

Exam:  
Teacher: Dr. Wolfgang Bornheim

**WBW General Auditing**

*Goal: Students will get an overview on tasks and requirements of the CPA profession.*  
The student is introduced into the basic work of a qualified auditor/ CPA, studying especially the fields of professional fundamentals and tasks of internal accounting control. Explanations for audit procedures are discussed in detail.

Exam: Written exam within an 4-hour examination  
Teacher: Prof. Dr. Horst Mayer

**WBW Annual Audit**

*Goal: Students know the most important auditing methods and objectives.*  
This lecture shows the process of auditing in its details. It deals with special questions of auditing like the internal control system, the different fields of auditing as well as the explanation of different methods for the financial statement analysis.

Precognitions: Bookkeeping and Annual accounting  
Exam: Written exam within an 4-hour examination  
Teacher: Prof. Dr. Horst Mayer
WBW  Special Auditing and Trusteeship

**Goal:** Students will get an overview on selected special audits.
The legally required as well as the voluntary special audits are analysed in this lecture. The discussed special audits are followed by a short introduction to trusteeship.

Precognitions: Bookkeeping and Annual accounting
Exam: Written exam within an 4-hour examination
Teacher: Prof. Dr. Horst Mayer

WBW  Financial Accounting subject to the Regulations of HGB

**Goal:** Students will become familiar with the HGB-legal framework for financial accounting and reporting.
This course introduces in the basics of financial accounting. The lecture deals with questions about the principles of balancing, measurement and disclosure of assets, obligations and equity.

Precognitions: Bookkeeping and Annual accounting
Exam: Written exam
Teacher: Dipl.-Kfm. Jens Heger

WBW  Financial Accounting subject to the Regulations of IFRS I

**Goal:** Students will become familiar with the IFRS-legal framework for financial accounting and reporting.
This course introduces in the basics of financial accounting from a users perspective. The lecture deals with questions about the principles of balancing, measurement and disclosure of assets, obligations and equity. In this context the question ‘how to provide most useful information for creditors, investors and other external users’ is answered.

Precognitions: Bookkeeping and Annual accounting
Exam: Written exam
Teacher: Prof. Dr. Volker Penter
WBW  Financial Accounting subject to the Regulations of IFRS II/Group Accounting

Goal: Students can identify and answer selected subjects regarding the International Financial Accounting Standards.
The course deals with selected areas of the IFRS. Based on the course Financial Accounting subject to the Regulations of IFRS I this lecture deepens the knowledge in the field of International Accounting. An additional exercise discusses the preparation of consolidated financial statements.

Precognitions: Bookkeeping and Annual accounting, Financial Accounting subject to the Regulations of IFRS I
Exam: Written exam
Teacher: Prof. Dr. Volker Penter
Chair of Quantitative Methods, especially *Econometrics*

Prof. Dr. Bernhard Schipp

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Fax: +49 351 463 37094
E-Mail: Bernhard.Schipp@tu-dresden.de
WWW: http://www.tu-dresden.de/wwqvoe/

Students are taught principles and methods in the theory and practice of contemporary econometrics. The lectures provide the key concepts to establish and analyse cause-effect relationships between economic variables. These relationships are evaluated and assessed empirically in the tutorials. The primary target of the course is to enable students to conduct and interpret econometric analyses which are based on economic theories.

Special fields are:
- Theoretical Econometrics
- Empirical Econometrics
- Health Economics
- Applied Statistics
- Biometrics

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary courses</th>
<th>H/W</th>
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<th>Exam</th>
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<td>SS</td>
<td>61402</td>
<td>Econometrics of Capital Markets*</td>
<td>2/2/0</td>
<td>6</td>
<td>V/Ü</td>
<td>Kl 120</td>
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*) Lectures take place in a 3-semester-cycle and are independent of each other.
Description of the courses:

**WQV Econometrics I/II**

**Econometrics I**
*Goal: to enable students to develop, analyse, and interpret basic econometric models in various economic applications.*

The first part is dedicated to the linear regression model, the principle of least squares estimation, and the interpretation of results by means of statistical tests, confidence intervals, and goodness-of-fit measures. Later, this model is extended to more than one regressor including cases with and without parameter constraints, and related statistical tests.

**Econometrics II**
*Goal: to extend the student’s ability to develop, analyse, and interpret basic econometric models in various economic applications.*

Main topics are statistical quality properties (e.g. BLUE, MMSE), autocorrelation, heteroscedasticity, multi-collinearity and regression with dummy variables. The course equips students with a set of diagnosing, testing and estimation instruments on an advanced level.

Exam: written
Teacher: Prof. Dr. Bernhard Schipp

**WQV Microeconometrics**

Recent empirical studies in the field of economic research revealed an increasing interest in analyses of individual data which typically appear as qualitative variables. Standard regression techniques fail to produce adequate results. Therefore, the main issue in this lecture is the method of maximum likelihood with many applications in binary/multinomial choice models, censored and truncated regression models, duration models, and hazard rate models. Basic mathematical tools like nonlinear optimization and numerical methods are analysed and applied to data sets in the tutorial.

Precognitions: Quantitative Methods I, II; Statistics I, II
Exam: Written exam
Teacher: Prof. Dr. Bernhard Schipp
WQV  Econometrics of Capital Markets

Based on the notion of stochastic processes several types of models for financial time series data are developed. The first part of this lecture deals with univariate linear times series models (ARIMA and extensions). These mean-oriented models are further extended to models of the GARCH class for time dependent variability. Tests and estimation methods related to the distribution of financial data are also considered. The lecture concludes with multivariate time series models including VAR, Error Correction models and the concept of cointegration.

Precognitions:  Quantitative Methods I, II; Statistics I, II
Exam: Written exam
Teacher: Prof. Dr. Bernhard Schipp

WQV  Empirical Econometrics

The aim is to enable students to deal with advanced econometric methods in connection with violations of the assumptions related to the classical multiple linear regression model as well as several model extensions. Topics in this lectures include models with lagged regressors, mechanisms of adaptive expectation and partial adjustment, lagged dependent variables, stochastic regressors, problems of misspecification and model selection, regression diagnostics, nonlinear regression, Box-Cox-transformation, and estimation with linear and nonlinear prior information. Finally, simultaneous equation models are discussed. Applications of these models to data sets are analysed in the tutorial.

Precognitions:  Quantitative Methods I, II
Exam: Written exam
Teacher: Prof. Dr. Bernhard Schipp

WQV  Seminar Econometrics

This seminar discusses several econometric topics with changing thematic priorities. Possible topics are: Microeconometrics and its applications, Financial Econometrics, Health Econometrics, supplementary topics in Econometric Theory.

Precognitions:  Quantitative Methods
Exam: Seminar Paper
Teacher: Prof. Dr. Bernhard Schipp
Chair of Quantitative Methods, especially Statistics
Prof. Dr. Stefan Huschens

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Fax: +49 351 463 37033
E-Mail: statistik@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/wwqvs/

The chair provides expertise in quantitative methods with focus on statistics. Special attention is paid to applications in economics, business science and finance.

In the elementary courses the scope is on a broad foundation in statistics whereas the core courses aim for deeper theoretical knowledge for mathematical interested students.

The current research topic is "Credit Risk” particularly the estimation of default probabilities and default correlations in credit risk models.

The following courses can be chosen:

<table>
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Description of the courses:

**WQV  Statistics I**

Topics of the course are methods of descriptive statistics (statistical measures, concentration measurement, correlation, regression theory, time series) and an introduction into probability theory (random variables, discrete and continuous distributions, dependency and independency).

Exam: Written exam  
Teacher: Prof. Dr. Stefan Huschens

**WQV  Statistics II**

Based on part I methods of inductive statistics complete the elementary course in statistics with sampling, estimating and testing.

Exam: Written exam  
Teacher: Prof. Dr. Stefan Huschens

**WQV  Theory and Methods of Statistics A**

Topics of the course are foundations of the statistical methodology (random variables, probability distributions, moments, inequalities, sample, statistic, sampling distribution, families of distributions, transformation technique).

Precognitions: Statistics I and II, Mathematics I and II  
Exam: Written exam  
Teacher: Prof. Dr. Stefan Huschens

**WQV  Theory and Methods of Statistics B**

Topics of the course are statistical estimation methods.

Precognitions: Statistics I and II, Mathematics I and II  
Exam: Written exam  
Teacher: Prof. Dr. Stefan Huschens
### WQV  Theory and Methods of Statistics C

Topics of the course are statistical tests and regression methods.

- **Precognitions:** Statistics I and II, Mathematics I and II
- **Exam:** Written exam
- **Teacher:** Prof. Dr. Stefan Huschens

### WQV  Theory and Methods of Statistics D

Topics of the course are stochastic processes and multivariate statistical methods.

- **Precognitions:** Statistics I and II, Mathematics I and II
- **Exam:** Written exam
- **Teacher:** Prof. Dr. Stefan Huschens

### WQV  Risk Quantification A

Topics of the course are monetary risk measures (e.g. value at risk, expected shortfall, conditional value at risk, spectral risk measures, coherent and convex risk measures).

- **Precognitions:** Statistics I and II, Mathematics I and II
- **Exam:** Written exam
- **Teacher:** Prof. Dr. Stefan Huschens

### WQV  Risk Quantification B

Topics of the course are techniques of risk quantification and risk management for market and credit portfolios.

- **Precognitions:** Statistics I and II, Mathematics I and II
- **Exam:** Written exam
- **Teacher:** Prof. Dr. Stefan Huschens
Chair of Economics, especially Public Economics
Prof. Dr. Marcel Thum

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Fax: +49 351 463 37052
E-Mail: marcel.thum@tu-dresden.de
WWW: http://www.tu-dresden.de/wwvwlfw/

The courses in public economics are mainly designed for students of the Department of Business Management and Economics. Our research is concerned with core issues of public policy.

The main research areas are
- Political Economy
- Welfare State
- Labour Economics and Demographic Change
- Migration
- Industrial Organization
The following courses can be chosen:

<table>
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<tr>
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<td>Introductory Economics (for Business and Economics students, EVWL)*</td>
<td>2/0/0</td>
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<td>V</td>
<td>Kl 90</td>
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<tr>
<td>SS</td>
<td></td>
<td>Seminar Empirical Economic Research**</td>
<td>0/0/2</td>
<td>3</td>
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<td>Se</td>
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</table>

*) Complementary tutorials are offered for these courses

<table>
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<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses*</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<td>Kl 60</td>
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<tr>
<td></td>
<td>22202</td>
<td>Taxation: Theory and Policy</td>
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<td>V</td>
<td>Kl 60</td>
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<tr>
<td>SS</td>
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<td>Public Choice</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 60</td>
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<td></td>
<td>22204</td>
<td>Theory of the Welfare State</td>
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<td>V</td>
<td>Kl 60</td>
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<td>WS/ SS</td>
<td></td>
<td>Complementary Tutorials for core courses</td>
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<td>2</td>
<td>Ü</td>
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<th>Supplementary Courses **, +</th>
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<th>LP</th>
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<th>Exam</th>
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<tbody>
<tr>
<td>SS</td>
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<td>Labor Market Theory</td>
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<td></td>
<td></td>
<td>Seminar for Ph.D. students</td>
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</tr>
</tbody>
</table>

** Courses are not offered at regular intervals.
+ Exams can be taken in English. Please contact the chair for details.
Description of the courses:

**WVW Fundamentals of Public Economics**

*Goal: This course analyses the efficiency of government interventions with basic microeconomic instruments.*

This course poses the fundamental question of whether the government should intervene in the economy at all. In many instances, the answer is clearly negative. This is the case whenever markets function perfectly. Government intervention, however, is required when markets fail. Causes for market failure are, for instance, monopoly power, externalities or public goods. This course will analyse such market failures and discuss correcting policy measures. Some of the questions in this course are: How can natural monopolies, e.g. in the energy and telecommunications sectors, be regulated? Can eco-taxes correct for environmental externalities? How can the government provide the efficient amount of public goods?

Precognitions: Basic knowledge in micro- and macroeconomics
Exam: Written exam
Teacher: Prof. Dr. Marcel Thum

**WVW Taxation: Theory and Policy**

*Goal: Participants learn to analyse the impact of taxation on economic activities.*

How to generate revenues for the government is one of the classical issues in public economics. The aim of this course is not so much to learn about the details of every existing tax but to understand how taxes affect economic activity. The objective for economic policy is to create a tax system that minimizes the overall burden for the tax payers. Some of the questions in this course are: Who bears the burden of taxation? What should an optimal tax system look like? How do taxes affect investment, location choices, and risk taking?

Precognitions: Basic knowledge in micro- and macroeconomics
Exam: Written exam
Teacher: Prof. Dr. Marcel Thum
WVW Theory of the Welfare State

Goal: The students learn to analyze social insurance systems by means of economic theories
Besides taxation, government expenditures are the second fundamental issue in public finance. In almost all industrialized economies, the largest share of the state budget goes into social expenditures. The welfare state provides insurance against many important risks in life (unemployment, disability, poverty). Demographic and economic developments threaten the social safety net and require reform of the welfare state. Some of the questions in this course are: How does social insurance work? What are the economic consequences of having a social safety net? Can private insurance markets provide sufficient protection? What reforms are necessary in health insurance, pensions and welfare to make the welfare state sustainable?

Precognitions: Basic knowledge in micro- and macroeconomics
Exam: Written exam
Teacher: Prof. Dr. Marcel Thum

WVW Public Choice

Goal: Economic tools are applied to political processes and decisions.
This course views economic policy from a public choice perspective. In contrast to the course on "Fundamentals of Public Economics", we do not ask how a benevolent policy maker should correct market failures. Instead we discuss why politicians intervene in markets even if these markets already function perfectly. Hence, the main focus is on actual policy making. Some of the questions in this course are: What determines actual policy making in the political process? What is the role of political parties, voters and lobbies? What are the objectives of politicians when they decide on economic policy measures?

Precognitions: Basic knowledge in micro- and macroeconomics
Exam: Written exam
Teacher: Prof. Dr. Marcel Thum
Chair of Economics, especially Applied Public Finance
Prof. Dr. Helmut Seitz

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Postal Address: D 01062 Dresden
Phone: (+49) 0351 / 463-33272
Fax: (+49) 0351 / 463-31925
E-Mail: helmut.seitz@tu-dresden.de
WWW: http://www.tu-dresden.de/wwvwlemp/

The main areas in research and teaching is public finance with a strong focus on empirical methods. Subjects covered are fiscal federalism, demography and public finances, empirical methods applied to public finance issues, etc. A core course “Applied Public Finance” is offered which consists of two lectures courses including mandatory exercise courses. The lecture “Economic Theory of Fiscal Federalism” will be offered in the autumn term and the course “Demography and Public Finance” in spring 2007. In addition, we offer seminars on public finance topics.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>Elementary Courses</th>
<th>Hours/Week</th>
<th>Cr</th>
<th>Type of Course</th>
<th>Examination</th>
</tr>
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<tbody>
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<td>3</td>
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<table>
<thead>
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<th>POS.-Nr</th>
<th>Core Courses</th>
<th>Hours/Week</th>
<th>Cr</th>
<th>Type of Course</th>
<th>Examination</th>
</tr>
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<tbody>
<tr>
<td>WS</td>
<td>22601</td>
<td>Economic Theory of Fiscal Federalism</td>
<td>2+2</td>
<td>6</td>
<td>V+Ü</td>
<td>Ki 120</td>
</tr>
<tr>
<td>SS</td>
<td>22603</td>
<td>Demography and Public Finance</td>
<td>2+2</td>
<td>6</td>
<td>V+Ü</td>
<td>Ki 120</td>
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<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS.-Nr</th>
<th>Supplementary Courses</th>
<th>Hours/Week</th>
<th>Cr</th>
<th>Type of Course</th>
<th>Examination</th>
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<tbody>
<tr>
<td>WS</td>
<td>22654</td>
<td>Seminar on Current Issues in Public Finance</td>
<td>2</td>
<td>4</td>
<td>S</td>
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<tr>
<td>SS</td>
<td>22659</td>
<td>Seminar in Public Finance</td>
<td>2</td>
<td>4</td>
<td>S</td>
<td>Se/Ref</td>
</tr>
<tr>
<td>SS</td>
<td></td>
<td>Economic Theory of Developing Countries</td>
<td>2+2</td>
<td>6</td>
<td>V+Ü</td>
<td>Ki 120</td>
</tr>
</tbody>
</table>
Description of the courses:

**WVW Empirical Methods in Public Finance**

The lecture addresses the application of empirical research methods in the studying of the public sector. The focus will be on efficiency comparisons of public service delivery, constructing simple simulation models, as well as an introduction into statistical and econometric methods applied in empirical public finance research.

Previous Knowledge: Successfully completed basic studies
Examination: Written exam
Teacher: Prof. Dr. Helmut Seitz.

**WVW Economic Theory of Fiscal Federalism**

The lectures examines the theory of fiscal federalism, and deals with issues such as the provision of public goods in fiscal federalism systems, fiscal relations between the different layers of government and interjurisdictional competition. Apart from theoretical models the system of fiscal federalism in Germany is discussed.

Previous Knowledge: Successfully completed basic studies
Examination: Written exam
Teacher: Prof. Dr. Helmut Seitz.

**Demography and Public Finance**

The lecture focuses on the effects of demographic change on public revenues and expenditures at the different levels of government. In addition, the economic effects of demographic change are discussed, such as the effects of aging on labour and capital markets, aggregate demand, etc.

Previous Knowledge: Successfully completed basic studies
Examination: Written exam
Teacher: Prof. Dr. Helmut Seitz.
Chair of Economics, especially Monetary Economics
Prof. Dr. Alexander Karmann

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Fax: +49 351 463 37790
E-Mail: gkw@mailbox.tu-dresden.de
WWW: http://www.tu-dresden.de/wwwlgkw/gkw_home.htm

The course "Money, Credit and Currency" covers the theory of money (monetary theory and policy), the theory of financial markets and the empirical analysis of monetary markets. The special focus is on the transmission of monetary phenomena into the real sphere. The students of the course "Money, Credit and Currency" shall be enabled to discuss topics as the European Monetary Union, the globalization of financial markets and the growing importance of international capital transfers from a theoretical as well as an empirical point of view.

Furthermore the chair offers the lecture "Health Markets" within the subject "Health Economics".

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>Elementary Courses</th>
<th>Hours/Week</th>
<th>Cr</th>
<th>Type of Course</th>
<th>Examination</th>
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<tr>
<td>WS</td>
<td>Macroeconomics I</td>
<td>2+1</td>
<td>4,5</td>
<td>V+Ü</td>
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<td>WS</td>
<td>Macroeconomics II</td>
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<td>6</td>
<td>V+Ü</td>
<td>Kl90</td>
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<th>Sem.</th>
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<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<td>WS</td>
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<td>Kl90</td>
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<td>21205</td>
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<td>V</td>
<td>Kl90</td>
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<tr>
<td>SS</td>
<td>21203</td>
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<td>V</td>
<td>Kl90</td>
</tr>
<tr>
<td></td>
<td>21204</td>
<td>Theory and Policy of Central Banking</td>
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<td>3</td>
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<td>Kl90</td>
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<td>SS</td>
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<td>Tutorial Financial Markets</td>
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<td>Ü</td>
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<td>WS/SS</td>
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<td>Undergraduate Seminar</td>
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<td>Graduate Seminar</td>
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</table>
Description of the courses:

**WVW Principles of Monetary Economics**

Monetary constitution, money demand and money supply, inflation, exchange rate theory, EMU

Precognitions: basic knowledge in economics
Exam: Written exam
Teacher: Prof. Dr. Alexander Karmann

**WVW Banking and Credit**

Theories of interest rates and their term-structure, existence of banks, credit rationing, financial crises, regulation.

Precognitions: basic knowledge in economics
Exam: Written exam
Teacher: Prof. Dr. Alexander Karmann

**WVW Financial Markets**

Allocational efficiency of financial markets, Modigliani-Miller theorem, CAP model, option pricing

Precognitions: knowledge in intermediary microeconomic theory and basic mathematics
Exam: Written exam
Teacher: Prof. Dr. Alexander Karmann

**WVW Theory and Policy of Central Banking**

Inflation, strategic aspects of monetary policy, theory of timeconsistency, central banking in different countries.

Precognitions: basic knowledge in micro- and macroeconomics
Exam: Written exam
Teacher: Dipl.-Vw. E. Fiorentino
**WVW**  
Seminar "Money, Credit and Currency"

Seminar on selected empirical or theoretical topics within the field of monetary and financial economics.

**Precognitions:** basic knowledge in the theory of money and/or theory of financial markets  
**Exam:** written paper (10-15 pages) and oral presentation in German or English  
**Teacher:** Prof. Dr. Alexander Karmann

**Chair of Economics, especially Managerial Economics**  
Prof. Dr. Marco Lehmann-Waffenschmidt

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Postal Address: TU Dresden, Fakultät Wirtschaftswissenschaften, 01062 Dresden  
Phone: (+49) 351 / 463-36098  
Fax: (+49) 351 / 463-37285  
E-mail: lw@rcs.urz.tu-dresden.de  
WWW: http://www.tu-dresden.de/wwwwlme

The central issue of Managerial Economics - which could as well be described as applied microeconomics - is the analysis of decision problems in private and public institutions, from the single firm to supranational organisations, by microeconomic theoretical and empirical tools, so that efficient methods for the support of decision-making become available. Limiting factors like the preservation of the environment are taken into account as well as the fundamental openness of dynamic processes and events. With these aspects in mind, it is possible to characterize Managerial Economics as an integrating field in two respects: first, on the methodological level by the integration of theoretical and empirical analysis; second, regarding the contents, as a combination of the approaches of microeconomics and business studies.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Lehrveranstaltungen im Fachkern</th>
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<th>LP</th>
<th>LVA</th>
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<td>22006</td>
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<tr>
<td>SS</td>
<td>22007</td>
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<td>22008</td>
<td><strong>Spieltheorie und Behavioural Economics II</strong> 2)</td>
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<td>22120</td>
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<td>HS zur Ökonomie der Informationsgesellschaft (^3)</td>
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<td></td>
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<td>Doktorandenkolloquium</td>
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</table>


3) 4 credit points werden bei zusätzlichem Halten eines Koreferats vergeben.

Alle Vorlesungen im Ergänzungsteil finden in unregelmäßigen Abständen statt.
Aktuelles ist zu finden auf:  [www.tu-dresden.de/wwvwlmw/](http://www.tu-dresden.de/wwvwlmw/)
Chair of Economics, especially International Economics
Prof. Dr. Udo Broll

Visitors Address: Helmholtzstraße 10, Hülse-Bau, Nordflügel 408, 01069 Dresden
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Phone: +49 351 463 33230
Fax: +49 351 463 37736
E-Mail: Kristina.Kurzmann@tu-dresden.de
WWW: http://www.tu-dresden.de/wwwlwib/

Affiliates of the chair work on issues in international economics. These are mainly questions of foreign direct investment as well as international trade, the labor market and the risk management of international firms.

Teaching mainly centers on international economics, where several lectures cover a broad range of topics, including macroeconomics as well as trade theory. Great emphasis is put on presenting both theory and empirics of the field. Another cornerstone of teaching activities is risk management of international firms.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tbody>
<tr>
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<td>21601</td>
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<th>LP</th>
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<th>Exam</th>
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<td>SS</td>
<td></td>
<td>Seminar for Graduates</td>
<td>0/0/2</td>
<td>3</td>
<td>S</td>
<td>Se</td>
</tr>
</tbody>
</table>

Detailed information about the courses is available on our homepage:
http://www.tu-dresden.de/wwwlwib/.
Description of the courses:

**WVW Theory of International Trade**

*Goal: Students will get an overview on economic issues which are induced by the globalization.*

The lecture sheds some light on the following issues: Why do countries engage in trade? Is trade between countries a good thing? What are the consequences arising from trade for the countries involved? These questions will be addressed using a sample of standard trade theory and new trade theory models.

Precognitions: Basic course
Exam: Written exam
Teacher: Prof. Dr. Udo Broll

**WVW Class to Theory of International Trade**

*Goal: Students will further explore the topics of the lecture, discuss them and apply them to practical economic situations on the basis of case studies.*

The class is designed to deepen the understanding of globalization. The performance of the theory will be assessed on the basis of empirical evidence. Further the class will deal with solving tasks with regard to international economics.

Precognitions: Basic course
Exam: Written exam
Teacher: Prof. Dr. Udo Broll and staff

**WVW Open Macroeconomics**

*Goal: Students will be given an insight into different open economies that are involved deeply in the world economy by foreign trade and capital movements.*

This lecture gives an insight into the central questions of monetary economics. The first section covers the determinants of foreign exchange rates and the balance of payment. The second deals with the effects of exchange rate changes on income and employment. Furthermore we develop a theory of multinational firms under price and exchange rate risk. We derive economic implications of production, capital movements and trade decisions when currency future markets are available.

Precognitions: Basic course
Exam: Written exam
Teacher: Prof. Dr. Udo Broll
**WVW Class to Macroeconomics**

*Goal: Students will be able to analyze and discuss the contents of the lecture and apply them to economic situations.*

The class serves to strengthen the understanding of the field. Emphasis will be laid on formal model analysis. Theoretically derived results will be subjected to empirical tests.

- **Precognitions:** Basic course
- **Exam:** Written exam
- **Teacher:** Prof. Dr. Udo Broll and staff

**WVW Seminar Globalization**

*Goal: Students develop their scientific abilities and work on current economic questions independently.*

In the Advanced Seminar questions and problems of the lectures are to be discussed. Lecturers and students together try to find solutions to these problems with a focus on international economics.

- **Precognitions:** Basic course
- **Exam:** Paper and presentation
- **Teacher:** Prof. Dr. Udo Broll and staff

**WVW Seminar for Graduates**

*Goal: Graduate students present and discuss their research results.*

This seminar is a forum for all graduate students of International Economics.

- **Precognitions:** see examination regulations
- **Teacher:** Prof. Dr. Udo Broll and staff
Chair of Economics, especially Economic Policy and Economic Research
PD Dr. Alexander Kemnitz

Visitors Address: George-Bähr-Straße 7 (Schumann-Bau, Room C264), 01069 Dresden
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Phone: +49 351 463 34041
Fax: +49 351 463 37130
E-Mail: office@wipo.wiwi.tu-dresden.de
WWW: http://wipo.wiwi.tu-dresden.de

The Chair of Economic Policy and Economic Research is part of the Department of Business Management and Economics. Main subjects of research include

- Education Economics
- Economic Growth
- Income Distribution and Redistribution
- Population Economics: Economics of the Family, Demographic Change, Migration
- Labor Economics
- Public Choice
- Industrial Economics

We offer the following courses:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>SWS</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tr>
<td>WS/SS</td>
<td>23001</td>
<td>Economic Growth</td>
<td>2+2</td>
<td>6</td>
<td>V</td>
<td>Kl 120</td>
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<tr>
<td>WS</td>
<td>23004</td>
<td>Inequality: Theory and Policy</td>
<td>2</td>
<td>3</td>
<td>V</td>
<td>Kl 60</td>
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<td>WS</td>
<td>23005</td>
<td>Education Economics</td>
<td>2</td>
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<tr>
<td>SS</td>
<td>23006</td>
<td>Migration</td>
<td>2</td>
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<td>23007</td>
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<th>Sem.</th>
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If timely applied, examination in English is possible for all courses.
Description of the courses:

**WVW Economic Growth**
Topics: Neoclassical Growth And Factor Accumulation: Physical Capital, Population, Human Capital; Technological Progress and Endogenous Growth Theory; International Growth Differences; Politics of Growth

Precognitions: Introductory Micro- and Macroeconomics
Exam: Written exam
Teacher: Alexander Kemnitz

**WVW Inequality: Theory and Policy**
Topics: Measurement and Assessment of Inequality: Inequality Measures, Social Welfare; Determinants of Inequality: personal, functional; Intergenerational Transmission of Inequality; Poverty; Distributive Policy: Instruments, Institutions, Political Economy

Precognitions: Introductory Micro- and Macroeconomics
Exam: Written exam
Teacher: Alexander Kemnitz

**WVW Education Economics**
Topics: Demand for Education: Investment, Consumption; Arguments for Public Policy: Externalities, Credit Market Failure, Justice, Taxation of Earnings; Educational Reform: Funding Higher Education, Educational Federalism, Educational Tracking

Precognitions: Introductory Micro- and Macroeconomics
Exam: Written exam
Teacher: Alexander Kemnitz

**WVW Migration**
Topics: Migration Decision: Selection, Option Value of Migration, Network Migration; Welfare Effect of Immigration: Immigration Surplus, Fiscal Redistribution, Labor Market Frictions; Migration and Old-Age Security; Segregation; Brain Drain vs. Brain Gain; Illegal Immigration

Exam: Written exam
Teacher: Alexander Kemnitz
WVW  
**Labour Economics**

Precognitions: Introductory Micro- and Macroeconomics
Exam: Written exam
Teacher: Alexander Kemnitz

**Chair of Business Informatics, especially Information Management**
Prof. Dr. Eric Schoop

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The subject "Information Management" is mainly concerned with information as an economical cross-section-function. This includes all executive tasks (planning, budgeting, management and control) involved in any kind of information and communication processes in business organizations. The primary goal is to develop and maintain an information infrastructure which meets strategic business objectives in an efficient way.

Special fields of research are:

- Document Engineering
- Content Management
- Information and Knowledge Management
- Electronic Business and Electronic Government
- Electronic Learning

The complete course consists of two parts:
- Core lectures and exercises (8 periods per week, 12 credit points, offered on a regular basis)
- Additional lectures and exercises (offered irregularly, see special announcements)

Core exercises and lectures can be completed in 2 semesters. It is recommended first to complete all the core lectures and exercises and then add additional lectures and exercises according to personal interests.
The following courses can be chosen:

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<th>Sem.</th>
<th>POS-Nr.</th>
<th>H/W</th>
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<th>Exam</th>
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<tr>
<td>WS</td>
<td>1331</td>
<td>2/2/0</td>
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<td>V/Ü</td>
<td>Kl, Be</td>
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</table>

1) Besides "Programming" also "Introduction into Information Management" is component of the course "Business Informatics II". Both will be examined in a common examination of 90 minutes. The result of examination of "Introduction into Information Management" is the arithmetic average of the both parts "Introduction into Information Management" Prof. Dr. E. Schoop (1,5 CP) and "Programming" Prof. Dr. W. Esswein (4,5 CP).

2) This course is an elementary part of "Business Informatics III" and is for students enrolled in this field of study obligatory. It is thought as preparation for the obligatory course "data- and knowledge bases" within the core courses "Informatics".

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses 3)</th>
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3) The oral examinations "document management" + "knowledge management" as well as "process management" + "information management" are each taking place together in one oral examination (3 students in 60 min).

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<tr>
<th>Sem.</th>
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<th>Supplementary Courses</th>
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<td>Ü</td>
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<td></td>
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</table>

4) The successful participation in the main seminar "Information Management" is usually a prerequisite for writing a diploma thesis at the Chair of Information Management. A prerequisite for the participation in the advanced seminar is the completion of the lecture "Information Management".

5) That module is a core course of the hybrid lecture "eLearning". It is primary for students of Business Education. It can also be studied by students of Business Informatics as a core course of the hybrid lecture "eLearning" or as a separated supplementary course.

6) This seminar can also be completed within the scope of basic studies as a supplementary project seminar.

Note: Examinations are increasingly realized as computer aided examinations.
Description of the courses:

**WWI Introduction into Information Management**

This lecture introduces basics about the relationship between business management tasks and their possible automation by business application systems. Students can derive requirements for information management and know about the cross functional role of information management.

Precognitions: Introduction into business informatics I, basic knowledge in business management.

Exam: Written assignment together with course "programming".

Teacher: Prof. Dr. Eric Schoop

**WWI Database application**

After visiting the lecture and exercise, students are able to distinguish between fundamental concepts and approaches of database systems and know how to apply these in an application-specific context. The exercise concentrates upon preselected methods and tools from the lecture. Students learn to solve specific problems in self-organized groups utilizing realistic application examples.

Precognitions: Basic knowledge in business information (business informatics I + II), basic knowledge in organisation, personnel management, logistics und production.

Exam: Assigned work in the exercise, written examination (90 min).

Teacher: Prof. Dr. Eric Schoop and assistants

**WWI Document Management**

After visiting the lecture and exercise, students are able to explain the objectives of data- and document management, and they can distinguish between process- and structure-oriented document management systems. They know several functionalities of information retrieval and are able to apply common retrieval methods in internet and literature-databases. Beyond that students know the principle of document standards, they can explain the basic principles of electronic data interchange (EDI), further they are able to develop SGML/XML-document structures with the help of document engineering methods and they can describe the basic functions of XML-content management systems.

Precognitions: Basic knowledge in business informatics, basic knowledge in business software applications, solid knowledge in database systems.

Exam: Assigned work in the exercise, multiple choice examination (30 min), oral examination.

Teacher: Prof. Dr. Eric Schoop and assistants
**WWI Knowledge Management**

After visiting the lecture and exercise, students are able to explain the coherence between data, information and knowledge. They know the basics of semiotics and can distinguish between different interpretations of information and knowledge terms used in particular scientific fields. Beyond that, they know several theories of organizational learning and are able to transfer the concept of knowledge management to adjoining economic disciplines.

**Precognitions:**
- Basic knowledge in business management, basic knowledge in personnel management, organization and strategic management, basic knowledge in business informatics, basic knowledge in database systems.

**Exam:**
- Assigned work in the exercise, multiple choice examination (30 min), oral examination.

**Teacher:**
Prof. Dr. Eric Schoop and assistants

**WWI Process Management**

After visiting the lecture and exercise, students know several horizontal and vertical integration approaches for operational applications. They are also able to distinguish between operational and analytical databases (data warehouses), can explain the objectives and methods of business process reengineering and distinguish between business processes and workflows. Beyond that, they are able to model processes with common techniques and are able to differentiate between horizontal and vertical rationalization of fragmented processes. Students are also able to choose the matching approach of automation for a particular objective. Furthermore, they are able to transfer the internal process automation (CSCW-approaches) to an inter-company level and to explain the resulting effects for electronic business.

**Precognitions:**
- Basic knowledge in business informatics and business management, basic knowledge in system theory, solid knowledge in organization, database systems, system-modeling, and business software applications.

**Exam:**
- Assigned work in the exercise, multiple choice examination (30 min), oral examination.

**Teacher:**
Prof. Dr. Eric Schoop and assistants
**WWI Information Management**

After visiting the lecture and exercise, students are able to explain the most important terms in the field of information management and can transfer these terms to concepts of document, knowledge and process management. They know the coherence between business and IT strategy, can transfer basic methods of business economics to the object information function in and between companies and are able to explain the leading role of an information manager in a company as well as to analyze the effects of electronic business on the inner-company information management.

Precognitions: Basic knowledge in business management and business informatics, basic knowledge in strategic management and organization, solid knowledge in database systems, document- and knowledge management, as well as business software applications.

Exam: Assigned work in the exercise, multiple choice examination (30 min), oral examination.

Teacher: Prof. Dr. Eric Schoop and assistants

**WWI Electronic Publishing**

After visiting the lecture and exercise, students know the most important processes of electronic publishing and can lead particular functions back to original fragmented publication processes. They can further explain desktop publishing, know the quality requirements of company and technical documentation and are able to justify the contribution of documentation to the product and market value of companies as well as to transfer (automation-) aspects of process management to publication processes.

Precognitions: Basic knowledge in business informatics, basic knowledge in database systems, document management, process management, and quality management.

Exam: Assigned work in the exercise, multiple choice examination (30 min), oral examination.

Teacher: Prof. Dr. Eric Schoop and assistants
WWI  Content Management and Publishing with XML

After visiting the computer-aided exercise, organized over two semesters with a restricted number of participants, students are able to transfer the basic concepts of document management and electronic publishing for the work with SGML/XML-based authoring and editorial systems. Furthermore they can develop XML-based content management systems and solve given tasks individually.

Precognitions: Solid knowledge in document management, especially document standards SGML and XML as well as document engineering, solid knowledge in electronic publishing and database systems.

Exam: Assigned work, tests, presentations.

Teacher: Prof. Dr. Eric Schoop and assistants

WWI  Basics of Electronic Business

After visiting the lecture, mainly organized as "blended learning" with face-to-face lectures, self-organized learning as well as instructor supported virtual collaborative learning, students know the most important terms, principles and business models of electronic business. They can further explain basic-concepts of business economics and business informatics regarding electronic business and can solve problems of electronic business within virtual team work.

Precognitions: Basic knowledge in business management and business informatics.

Exam: Assigned work in the exercise in small groups, individual presentations, multiple choice examination (30 min).

Teacher: Prof. Dr. Eric Schoop and assistants

WWI  Advanced Seminar Information Management

After visiting the advanced seminar, organized as a two-day scientific workshop at the end of the semester, students are able to independently write scientific papers according to scientific methods in a given time. They can also present as well as justify their results in restricted time during the seminar and are able to take critical point of view on the presentations of their peers. Furthermore they are able to transfer their own results and cognitions to the other themes.

Precognitions: Solid knowledge in the completed core lectures of “Information Management”, if possible supplemented with basic knowledge in contents from additional lectures.

Exam: Seminar paper, oral presentation and disputation.

Teacher: Prof. Dr. Eric Schoop and assistants
**WWI Case Study Seminar**

After visiting a case study seminar, organized every semester in form of a blocked-class lasting 3 or 4 days outside Dresden with a restricted number of students, students are able to prepare themselves for such a blocked seminar with intensive thematic elaborations. Furthermore they are able to solve a given case study with time, room, and technical restrictions by intensive group work and to present their results. They are also able to compare their own results with the results of other groups in order to find a consensus for the overall result.

Precognitions: Basic knowledge in Business Informatics and project management, topic-specific knowledge or solid knowledge in document, process, or knowledge management.

Exam: Group activity, presentation, disputation.

Teacher: Prof. Dr. Eric Schoop and assistants

**WWI Project Seminar**

After visiting a project seminar, offered each semester and divided according to basic and main study, students are able to work self-organized in small workgroups (3-5 members each), to take on different roles within their groups, as well as to develop and to document project plans. Furthermore they can present temporary and final results at milestones as well as solve the given problem within group work with the help of their own project plan.

Precognitions: Basic knowledge in business informatics and project management, topic-specific knowledge or solid knowledge in document, process, or knowledge management.

Exam: Detailed project plan and project documentation, presentation.

Teacher: Prof. Dr. Eric Schoop and assistants
**WWI**

**eLearning: aspects of Information Management**

After visiting the lecture, which is organized as a "blended learning" arrangement, students know the most important business processes and business models of eLearning and are able to deduce essential organisational and information technological requirements for companies. The students are familiar in the field of tension of pedagogical and technical rationality. As a result of their active experiences in the exercise, the students can differentiate between individual self-controlled online learning and virtual collaborative learning (VCL) from an organisational and a pedagogical view. They know important information technology standards for eLearning and are able to deduce basic architecture and performance requirements for eLearning systems (development tools, learning management systems).

**Precognitions:** Basic knowledge in business informatics, basic knowledge in knowledge management, good knowledge in Business Pedagogics.

**Exam:**
Altogether, 6 credit points are acquirable (workload circa 180 hours).

The modalities are:
1. Lecture (3 credit points): 1/3 accompanying presentations and homework to the lectures + 2/3 oral examination
2. Exercise: 3 credit point (60 % VCL, 40 % exercises at the computer)

**Teacher:**
Prof. Dr. Eric Schoop and assistants

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**Chair of Business Informatics, especially Information Systems in Industry and Trade**

Prof. Dr. Susanne Strahringer.

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Phone: +49 351 463 34990
Fax: +49 351 463 32794
E-Mail: susanne.strahringer@tu-dresden.de

The chair's research and teaching centers around information systems supporting business processes in manufacturing and commerce.

In teaching we focus on the question, how information systems and technologies can be used to materialize the idea of fully integrated and aligned business processes. From a conceptual point of view this means looking at different aspects of integration as well as means of implementing them via IT-systems. Enterprise systems (e.g. SAP ERP) play an important role in this context, as they constitute the core of business applications in industry and commerce today. Thus these systems are further explored in hands-on exercises. Underlying these systems and inseparably linked to them are reference models that are usually organized from different perspectives (e.g. data, organization, tasks, processes). In teaching we look at reference models in form and content.

The chair's research focuses on the successful implementation and use of enterprise systems and their alignment with business goals (enterprise architectures, business/IT alignment) with special reference to manufacturing and commerce. We follow a multi-methodological...
approach by combining qualitative and quantitative research. Besides conducting empirical research we also apply design science approaches.

The following courses can be chosen:

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<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tr>
<td>WS</td>
<td>31405</td>
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<tr>
<td>WS</td>
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1) In English.
2) Participation in the class "Computer Integrated Business I" is a precondition.

Description of the courses:

**WWI Computer Integrated Business (CIB) I**

Learning Outcome: Participants are familiar with the concept of integration and its different manifestations in business information systems. They are able to practically apply some of these concepts and to assess the potential underlying integration and its limitations.

The course centers around the concept of integration within business information systems and its different manifestations. The major areas covered are integrated modelling (enterprise modelling), integrated systems (enterprise systems), integration technologies (IT architectures) and IT/business alignment (enterprise architectures). Lectures are complemented by hands-on exercises in the field of integrated modelling and integrated processes as implemented in packaged enterprise systems (mySAP ERP) in the areas operations, logistics and cost accounting.

Prerequisites: Basic knowledge in business administration and information systems
Exam: Written exam
Teacher: Prof. Dr. Susanne Strahringer
**WWI Computer Integrated Business (CIB) II**

Learning Outcome: Students are familiar with the typical data structures, tasks and process models underlying industrial application systems. They are aware how and how far these models can be tailored and concepts adapted when using off-the-shelf enterprise systems.

In the second part of computer integrated business there is a stronger focus on the application domain: Typical reference models (data, organization, tasks, processes) in manufacturing and retail are covered. Hands-on exercises in SAP-based customizing show, how and how far reference models underlying off-the-shelf enterprise systems can be tailored. Moreover, the course focuses on eBusiness/eCommerce and mBusiness/mCommerce.

**Prerequisites:** Basic knowledge in business administration and information systems

**Exam:** Written exam

**Teacher:** Prof. Dr. Susanne Strahringer

**WWI SAP Applications I**

Learning Outcome: Students are able to practically apply their knowledge in the fields of business information systems and logistics when using integrated off-the-shelf enterprise systems.

After introducing enterprise resource planning systems (ERP) in general, their basic structure, underlying principles and typical ways of using them the course focuses on exemplary processes in the field of logistics. The processes are explored via hands-on exercises with SAP applications. SAP modules and areas covered are materials management, sales & distribution, production planning and logistics execution.

**Prerequisites:** Basic knowledge in logistics and information systems

**Exam:** PC based exam

**Teacher:** Dr. Matthias Lohse
**WWI SAP Applications II**

Learning Outcome: Students are able to practically apply their knowledge in the fields of business information systems, accounting & control, human resources and project management *when using integrated off-the-shelf enterprise systems.*

SAP applications are used to explore and understand software based processes and their specific characteristics. SAP modules and areas covered are financials, human resources, project management, customer services and quality management. Students who have not attended SAP applications I are offered an additional session before the regular class starts in order to acquire basic SAP knowledge.

Prerequisites: Basic knowledge in information systems and accounting (financial and managerial)
Exam: PC based exam
Teacher: Dr. Matthias Lohse

**WWI Cases in Information Systems**

Learning Outcome: Participants experience how to effectively learn on the basis of teaching cases and are challenged by seeing concepts from other IS classes applied in practical situations.

After introducing how to effectively work with teaching cases we will cover selected IS topics on the basis of several case studies.

Prerequisites: Basic knowledge in business administration and information systems
Exam: Paper, presentation and participation in case discussions (in English)
Teacher: Prof. Dr. Susanne Strahringer

**WWI Seminar**

Learning Outcome: Students are able to derive research questions and write a short research paper. *They deepen their knowledge in research methods and theories that are typical for the discipline.*

Students work on selected IS topics and have to derive research questions and develop an appropriate research design. Building upon this they write a short research paper, present its content and defend its design. Thus participants work through a new IS topic and gain experience in mastering the scientific process as a preparation for their thesis.

Prerequisites: Basic knowledge in business administration, information systems, and research methods
Exam: Seminar paper, presentation and defence, participation in discussions (in English)
Teacher: Prof. Dr. Susanne Strahringer
Learning Outcome: Students have gained experience in conducting an enterprise modelling project and in assessing their opportunities and risks. They have acquired practical expertise in using ARIS-based tools.

Students work on a enterprise modelling group project where they have to apply project planning skills acquired during their previous course of studies and ARIS-based enterprise modelling tools as used in CIB I lab sessions. The project can accompany CIB I or can follow later on. The domains covered in the projects are open, however, enterprise models in manufacturing and retail are favoured.

Prerequisites: Basic knowledge in business administration and information systems, knowledge in business administration and information systems, project management skills and experience in enterprise modelling based on ARIS (as acquired in CIB I).

Exam: Group project
Teacher: Prof. Dr. Susanne Strahringer

Chair of Business Informatics, especially Systems Engineering
Prof. Dr. Werner Esswein

Visitors Address: 01069 Dresden, Münchner Platz, Schumannbau B-Flügel, Zimmer 237
Postal Address: TU Dresden, Fakultät Wirtschaftswissenschaften, 01062 Dresden
Phone: +49 351 463 37671
Fax: +49 351 463 37203
E-Mail: Werner.Esswein@TU-Dresden.de
WWW: http://wiseweb.wiwi.tu-dresden.de

In teaching and research the chair deals with analysis, design and application of business information systems. All business related systems which are concerned with “information” are considered business information systems.

The subject of the core study focuses on methods supporting applications’ development in its different stages. Besides data modeling and object oriented methods the lectures’ main emphasis lies on techniques of organizational design, project and quality management. Reuse in the process of systems engineering by means of patterns, frameworks, components or reference models is discussed. In tutorials students have the chance to apply and consolidate their theoretical knowledge.

The main issue of research is designing business applications meeting enterprises’ requirements by transforming business strategies into business processes, process optimization, as well as evaluation and
use of reusable assets in systems engineering, development of methods, especially by applying meta-modeling.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
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<td>1322</td>
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<td>Case Study Java</td>
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<td>31605</td>
<td>Case Study in Systems Engineering I (Modeling Tutorial)</td>
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<th>Exam</th>
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<td>Case Study in Systems Engineering II (Practical Training in Implementation)</td>
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<td>SS</td>
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<td>Advanced Seminar</td>
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<td>Se</td>
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</table>
Description of the courses:

**WWI Introduction into Business Informatics**

*Goal:* Students will acquire systematic knowledge of the scientific view of business informatics. They will become familiar with the development, management and usage of business information systems. This course deals with the focus of business informatics. Systems for information and communication in business and administration, their structure and components as well as different aspects of science will be examined systematically.

Exam: Written exam  
Teacher: Prof. Dr. Werner Esswein

**WWI Programming**

*Goal:* Students will acquire basic knowledge to develop software using the Java programming language.

Nowadays a basic understanding of information technology and its functionality is demanded not only from computer scientists but also from economists. On this account the course "Programming" is an essential part of the basic studies not only at German business schools. The aim of the course is to provide the students with a basic comprehension and, therefore, differs from the courses for computer scientists.

Exam: Written exam  
Lecturer: Dipl.-Wirtsch.-Ing. Robert Braun

**WWI Case-Study Java**

*Goal:* Students improve their skills in the programming language Java and the object oriented paradigm. They learn how to use modeling techniques as well as new concepts of the programming language.

The course is intended to be elementary but can also be attended in advanced study. The focus of this course is on working in teams and having fun by developing an internet based game.

Precognitions: Programming skills in JAVA (e. g. course Programming)  
Exam: Project work and presentation  
Teacher: Dipl.-Wirtsch.-Inf. Jens Weller
**WWI  Fundamentals and Concepts of Systems Engineering**

*Goal: Students will acquire basic knowledge of systems engineering.*

The course serves as an introduction to systems engineering. It is the first module in the advanced studies. The lecture focuses on different approaches of modeling esp. the Unified Modeling Language (UML) and the Architecture of Integrated Information Systems (ARIS). At the same time principles of systems engineering like abstraction, development of multiple views and de-coupling are discussed. These principles are interrelated with the techniques and methods taught. Finally, basic principles of Method-Engineering and Reuse are discussed. In the tutorial some parts of modeling approaches that were subject of the lecture are exemplified by means of written exercises.

Exam: Written exam  
Lecturer: Dipl.-Wirts.-Inf. Andreas Gehlert, Dipl.-Wirts.-Inf. Sina Lehrmann

**WWI  Case Study in Systems Engineering I (Modeling Tutorial)**

*Goal: Students will be able to comprehend complex information systems by modeling operational sequences, data and organisational structures.*

The course is the second module in the advanced studies. The methods taught in "Fundamentals and Concepts of Systems Engineering” will be used to create conceptual models of given use cases. The models will be developed within small projects with different modeling techniques in small teams.

Precognitions: Knowledge in data modeling, object oriented methods and integrated approaches, fundamentals of project management  
Exam: Written report and presentation, written exam  
Lecturer: Dipl.-Wirts.-Inf. Jens Weller, Dipl.-Wirts.-Inf. Silke Adam

**WWI  Case Study in Systems Engineering II (Practical Training in Implementation)**

*Goal: Students will be able to manage software-development-projects.*

The tutorial of implementation consists of a theoretical and a practical part. The theoretical part deals with the management of software development projects. Approaches for evaluating the maturity of software development processes, like the Capability Maturity Model, the Bootstrap approach and the ISO 9000 norm group will be discussed. Topics like institutional and functional project management, quality assurance and the selection of appropriate methods will be dealt with in more detail through carrying out a project by teams.

Exam: Project work and oral examination  
Teacher: Prof. Dr. Werner Esswein, Dipl.-Wirts.-Ing. Robert Braun
WWI Method-Engineering

Goal: Students will be able to develop, evaluate, compare and redesign methods.

This course consists of a theoretical and a practical part. The theoretical part covers the following subjects:

- motivation and method of method-engineering
- structure and requirements of methods
- comparison, evaluation and reengineering of methods
- examples of application

In the practical part the participants consolidate their knowledge by carrying out a project.

Precognitions: Fundamentals and Concepts of Systems Engineering
Exam: Project work, oral examination
Teacher: Prof. Dr. Esswein, Dipl.-Wirtsch.-Inf. Andreas Gehlert

Chair of Business Informatics, especially Information Systems in the Services Sector
Prof. Dr. Andreas Hilbert

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Phone: +49 351 463 32268
Fax: +49 351 463 32736
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Profile
The professorship WIID understands itself as research and teaching center of information systems and adjacent areas of classical business administration. Initial point of our courses are new technologies, innovative strategies and solutions in the services management. The considered sectors contain amongst others trade, tourism, education, logistics, health as well as services close to industry. Our teaching and research activities focus on special features of information and communication systems from these areas as well as the storage, processing, analysis, and interpretation of data (Business Intelligence).

Goal
After the attendance of the courses of the professorship the students should have consolidated knowledge and ready-for-use skills for analyzing, describing, modelling, and assessing information and communication systems in the service industries. Therefore, the students should learn to recognize and to assess the specialties of the service economy to manage such companies in the right manner. Furthermore, they also should learn to uncover relationships unknown so far by analyzing the data concerning the customers and their behaviour with so called data mining methods to add value for the company.
Special fields of research

- Service Management
- Service Engineering
- Data Warehouses
- Business Intelligence and Competitive Intelligence
- Data Mining, Text Mining, and Web Mining
- Electronic Business

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<td>Diploma Colloquium ***</td>
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</tbody>
</table>

* Mathematical Planning Methods can be selected as compulsory voting for examination benefits in the Quantitative Methods of business management. The courses are held together with Prof. Dr. Udo Buscher and Prof. Dr. Rainer Lasch.

** The attendance of one seminar is a pre-condition for writing a thesis (diploma).

*** The attendance of this colloquium is obligatory for students writing their thesis.
Description of the courses:

**WWI Communications Systems in Business and Administration**

Based on models of interpersonal and computer aided communication, the course introduces into the current evolution of communication systems which are subject to changes in recent years. Thereby, a trend to universal communication networks, from the transmission level up to the application level, can be observed. Thus, the course gives a detailed and actual overview to the different technical as well as applied evolutions.

The most important topics of the lecture are the following: theories of communication, network architectures (ISO/OSI), network topologies, transmission techniques (ISDN, xDSL, ATM), the mobile communication (GSM, UMTS, WLAN, Bluetooth, Zigbee), internet, WWW as well as the area of data security. The commercial relevance of communication systems and their effects on companies as well as the society are discussed, too.

Precognitions: Basic knowledge in business informatics
Exam: Written exam
Teacher: Prof. Dr. Andreas Hilbert

**WWI Mathematical Planning Methods**

After the attendance of the course students should know the most important areas of management science and should be able to formally represent the fundamental problems on basis of adequate models and be able to solve them.

The objective of the lecture is to discuss in detail the most important, classical as well as some modern concepts related to the area of management science. First, the classical linear optimization problem and the related simplex method will be introduced, before the area of network planning and some basic methods are discussed in a second part. The last part of the course deals with some more modern orientated techniques as e.g. the heuristics (genetic algorithms, simulated annealing, ants systems) and the simulation approach.

Precognitions: Basic knowledge in business management und mathematics
Exam: Written exam
Teacher: Prof. Dr. Udo Bucher, Prof. Dr. Andreas Hilbert, Prof. Dr. Rainer Lasch
WWI  Business Intelligence, esp. Data Warehousing

The examination and analysis of business data, also known as business intelligence, is manifold. Pre-defined reports, ad-hoc queries, and multidimensional views (online analytical processing, OLAP) are common techniques enabling users to gain information out of databases. However, they have to know exactly what they are looking for. But uncovering new relationships which can significantly add value for a company is the major promise of information mining as the most challenging form of data analysis. This is exactly what the course focuses on.

For this purpose, the course discusses the methodical fundamentals of business intelligence. Further subjects are the knowledge discovery in databases (KDD) process, its transfer and specification in the service sector as well as important related topics like data warehousing, data marts, and appropriate analysis techniques, e.g. online analytical processing (OLAP).

Precognitions: Basic knowledge in business management and business informatics
Exam: Written exam and project activity
Teacher: Prof. Dr. Andreas Hilbert

WWI  Business Intelligence, esp. Data Mining

Based on the course Business Intelligence, esp. Data Warehousing and the KDD process dealt with there, the most important procedures of data mining are discussed more closely – techniques enabling to uncover relationships unknown so far and to add value to the business. For this purpose, basic analysis methods like clustering, regression approaches, neural networks, decision trees as well as association and sequence analyses are discussed. An important aspect besides the understanding about the methods is the interpretation and sensitivity analysis of the results.

Examples of applications in practice, e.g. support of cross-selling for financial service providers, ratings in the insurance branch, retention of customers being likely to switch (churn management) for telecommunication providers, or planning and supporting campaign management in customer relation management, complete the course.

Precognitions: Business Intelligence, esp. Data Warehousing as well as knowledge in statistics
Exam: Written exam and project activity
Teacher: Prof. Dr. Andreas Hilbert
WWI  Information and Communication Systems in the Services Sector

The course focuses on two important parts of the service industry: communication- and business transactions as well as the development of new services. Both are taught from the Information Technology perspective.

- Communication- and business transactions in the service industry are special. They demand different information and communication systems and specifications for the service industry. This will be demonstrated by means of various industries, such as: Banking & Insurance, Tourism or Administration.
- Additionally, methods of information technology offer an enormous potential for the development of new services. Using information technology makes their distribution much easier compared to classic products. This so called Service Engineering is discussed in the second part of the class. Thus, the objective of this course is to give an overview of standards and technologies for the operative use and assessment of information and communication systems in service oriented corporations. Special attention is also paid to the specialties of this industry and its information technology needs.

Precognitions: Basic knowledge in business management and business informatics
Exam: Written exam and project activity
Teacher: Prof. Dr. Andreas Hilbert

WWI  Text and Web Mining; computer based course

In this computer based tutorial the students are supposed to learn how to handle standard text and web mining software. In addition to gain basic knowledge about how to handle the software-tool they are trained in its operative use in business. Therefore, case studies are scheduled in the areas of web and text mining within the course. Specified pre-processing methods for log file analysis or parsing text documents are additionally discussed.

Even though the course is a computer based tutorial the focus is on the content of text and web mining and its functionality. Therefore, we recommend to attend the data mining class in the following semester. Apart from basic tool knowledge there will hardly be any repetitions.

Precognitions: Knowledge in business management and business informatics;
Competent knowledge of Business Intelligence, esp. Data Mining
Exam: Computer aided written exam and project activity
Teacher: Prof. Dr. Andreas Hilbert and assistants
WWI Data Mining; computer based course

In this computer based tutorial the students are supposed to learn how to handle standard data mining software. In addition to gain basic knowledge about how to handle the software-tool they are trained in its operative use in business. Therefore, case studies are scheduled in the areas of data mining within the course. Typical use cases are particularly in marketing (market basket analysis), customer relationship management (churn analysis) or especially in the area of tele-communication providers (fraud detection).

Even though the course is a computer based tutorial the focus will be on the content of data mining and its functionality. Therefore we recommend to attend the text and web mining class in the following semester. Apart from basic tool knowledge there will hardly be any repetitions.

Precognitions: Knowledge in business management and business informatics;
Competent knowledge of Business Intelligence, esp. Data Mining
Exam: Computer aided written exam and project activity
Teacher: Prof. Dr. Andreas Hilbert and assistants

WWI Data Warehousing; computer based course

The computer-based Data Warehousing course primarily covers the implementation aspects of business intelligence utilizing the commercial software package SAS. On the basis of concepts and methods of business intelligence imparted in the Business Intelligence, esp. Data Warehousing course, the goal of this class is to illustrate the basics of SAS and its special components Enterprise Guide (EPG), Management Console (SMC) and OLAP Cube Studio. In particular, the concept and implementation of an ETL process, as well as the creation, query and subsequent modification of an OLAP cube utilizing the MDX query language is illustrated.

Accompanying this class there are several tutorials at the end of this semester offering computer-based exercises. They also illustrate additional aspects of the class material.

Precognitions: Knowledge in business management and business informatics;
Business Intelligence, esp. Data Warehousing
Exam: Computer aided written exam and project activity
Teacher: Prof. Dr. Andreas Hilbert and assistants
**WWI (Project) Seminar Business Intelligence**

Within this (project) seminar, only reasonable for students of the core lectures, different continuative topics out of the area of business intelligence are worked out. The yearly changing main focus of the seminar allows more theoretical orientated work (advanced seminar) as well as more practical orientated work (project seminar). In the winter term 2007/2008 we offer a seminar on business intelligence. Here, the more theoretical orientated groups (2 persons) focus on models and methods out of this area, whereas the project groups (3 – 4 persons) use the methods to analyze different real data sets.

Precognitions: Solid knowledge in Business Intelligence, esp. Data Warehousing and Business Intelligence, esp. Data Mining
Exam: Seminar or project work, oral presentation and disputation
Teacher: Prof. Dr. Andreas Hilbert and assistants

**WWI (Project) Seminar Service Management**

This (project) seminar is offered each semester and divided according to basic and main study. Students should work out different basic topics out of the area of service management. The yearly changing main focus of the seminar allows more theoretical orientated work (advanced seminar) as well as more practical orientated work (project seminar). Here, the more theoretical orientated groups (2 persons) focus on basic concepts and models, whereas the project groups (3 – 4 persons) work out a conception and implementation of adequate models into a user platform.

Precognitions: Knowledge in business management and business informatics
Exam: Seminar or project work, oral presentation and disputation
Teacher: Prof. Dr. Andreas Hilbert and assistants
Chair of Economics and Business Education
Prof. Dr. Bärbel Fürstenau

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E-Mail: wipaed@mailbox.tu-dresden.de
WWW: http://wipaed.wiwi.tu-dresden.de/

The Chair is responsible for the course Business Education with its final degree ‘Diplom-Handelslehrer’ as well as the optional subject Business Education for business students. Our students are oriented to work in vocational training and further education.

The course consists of two different branches of study. Students choosing the first one (Studienrichtung I) deepen their knowledge in two chosen business subjects during the advanced study period. Those studying the second branch (Studienrichtung II) choose a general subject such as German, English, Maths, Computer Sciences at the beginning of their studies.

The course Business Education is characterised by the dual application of its degree. It is not only equivalent to the first state examination for the teaching profession, but also to the other business degrees in the field of economics.

On the one hand, the curriculum emphasises the structures and techniques of learning and teaching, especially taking into account different types of knowledge. On the other hand, it analyses the situation and tendencies of vocational education.

Fields of research are:
- Vocational Education and Training
- Regional Vocational Education
- Knowledge and Content Structure
- Teaching and Learning
- Knowledge Management
<table>
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<th>Sem.</th>
<th>POS-Nr.</th>
<th>Elementary Courses</th>
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<td>KL 180/Se</td>
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</table>

1 This course was held during the summer semester and therefore won’t be provided this winter semester.
2 This course is being taught in winter and in summer semester. Students can only attend once.

<table>
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<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
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<td>Vocational Education and Further Education</td>
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### Supplementary Courses

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</table>

4 One can only select those courses from the supplementary part which are not yet part of the core course chosen.

5 This lecture is mandatory according to the guideline for the school internship.

### Core Courses

<table>
<thead>
<tr>
<th>Sem.</th>
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2 This course is being taught in winter and in summer semester. Students can only attend once.

### Supplementary Courses

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5 This lecture is mandatory according to the guideline for the school internship.
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</table>

6 This course is being taught in winter and in summer semester. Students can only attend once.
7 The marked lectures are lectures from the program offered during elementary studies.
8 In the winter semester 2007/2008 this course will not take place. The respective exam will be offered, if necessary. Please consult the lecturer!

## Supplementary Courses

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<tr>
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Description of the courses:

**WWP**  
**Introduction to the Didactics of Business Education**

*Goal:* Students receive an overview of important topics within the didactics of Business Education and learn how to search for literature and use the library tools.

This course deals with central issues of didactics, especially the didactics of Business Education. The main emphasis will be put on models of planning and analysing lessons. These models are used to explain the connection between learning targets, contents and teaching methods. Themes such as the legitimation, the various dimensions and hierarchies of learning targets are discussed as well as different teaching methods.

There will be a tutorial in addition to the lecture which introduces the students to different library tools and teaches them how to search for literature.

Exam: Written exam  
Teacher: Dipl.-Hdl. Iris Trojahner

**WWP**  
**Introduction to the Vocational Educational System**

*Goal:* Students gain basic knowledge of the vocational educational system in Germany.

This course deals with the structures of vocational education in Germany and its role in the general educational system. The dual system of vocational education and its alternatives, such as the in school vocational training in Saxony, will be discussed. Selected vocational educational systems in Europe will be presented in order to show the various forms of vocational training in Europe.

Exam: Presentation and written exam  
Teacher: Dipl.-Hdl. Janeth Kunath

**WWP**  
**Educational Psychology**

*Goal:* Students gain an insight into central issues of Educational Psychology.

This lecture deals with selected issues of psychology which are important to the fields of teaching and learning. Those are for example the psychology of perception, the development of intelligence, thinking and moral judgement, motivation and the structure of the human memory.

Exam: Written exam  
Teacher: Dipl.-Hdl. Janeth Kunath
**WWP**  
**Empirical Research Methods**

*Goal:* Students receive an overview of empirical research methods, especially in the field of educational theory. They get to know various methods of collecting and evaluating data.

The course aims at teaching the students methods which can be used for empirical research in the field of education. Students are provided the opportunity to plan, carry out and evaluate a research project on their own.

**Exam:** Written exam  
**Teacher:** N.N

**WWP**  
**Contemporary Theories of Teaching and Learning**

*Goal:* Students gain profound insights into selected theories of teaching and learning and their effect on vocational training.

This course deals with contemporary theories of teaching and learning. The main emphasis will be put on constructivist theories. Moreover, transfer and metacognitive theories will be discussed.

**Precognitions:** Basic knowledge of theories of teaching and learning  
**Exam:** Presentation, and written exam  
**Teacher:** Dipl.-Hdl. Iris Trojahner

**WWP**  
**Didactics of Business Education**

*Goal:* Students receive profound knowledge of selected issues of the didactics of Business Education.

This seminar is based on general knowledge of didactical issues and methods studied during basic studies. These issues and methods will be transferred to learning and teaching processes in business education. Questions such as the tasks of didactics in economic subject matters and the characteristic features of economic subject matters will be discussed.

**Precognitions:** Basic knowledge of Business Education  
**Exam:** Written exam  
**Teacher:** Prof. Dr. Dr. h.c. mult. Rolf Dubs
WWP  
**Tutorial on the Didactics of Business Education**

*Goal: Students gain basic insights into how to evaluate, plan and give lessons.*
This tutorial deals with theory and practice of planning and evaluating lessons. It predominantly takes place at vocational schools. Students are given the chance to gain first experience in teaching. It is required to pass this tutorial in order to be admitted to the school internship.

Precognitions:  
Basic knowledge of Business Education

Exam:  
Report on internship

Teacher:  
Anne-Kerstin Mildner

WWP  
**Vocational Educational System**

*Goal: Students receive profound knowledge of several issues in educational policy which are currently discussed with respect to Business Education in a national and international context.*

The course deals with the concepts of vocational education within selected educational systems. The structures of initial vocational educational systems within the EU will be discussed as well as various other aspects such as the aim and significance of vocational education, its financing and certification. Moreover, similarities and differences of the concepts will be considered.

Precognitions:  
Basic knowledge of Business Education

Exam:  
Presentation, report or written exam

Teacher:  
Prof. Günther Portune

WWP  
**Complex Teaching and Learning Arrangements**

*Goal: Students get to know different teaching and learning arrangements as well as their theoretical background and their application to vocational training.*

Based on contemporary research in learning and teaching, theoretical and practical aspects of learning and teaching arrangements will be dealt with. The seminar also presents how these arrangements can be used in vocational training.

Precognitions:  
Basic knowledge of Business Education

Exam:  
Report or presentation or written exam

Teacher:  
Prof. Dr. Bärbel Fürstenau/Dipl.-Hdl. Jeanine Ryssel
**WWP  Seminar on Business Education 1**

*Goal: Students learn to understand that e-learning is not limited to technological aspects but also comprises didactical and pedagogical considerations.*

This lecture deals with the design of e-learning environments. The main emphasis is laid on cognitive theories on human information processing and its implications for the design of (multi)media. Several instructional design theories and teaching methods relevant to e-learning are going to be discussed.

Precognitions: Basic knowledge of Business Education  
Exam: Presentation, report  
Teacher: Dipl.-Hdl. Iris Trojahner

**WWP  Research Methods (Workshop for students writing their final thesis)**

*Goal: Students learn how to work scientifically and how to solve occurring problems by means of their own research projects.*

The goal of this seminar is to explain and discuss research methods required for scientific papers, in particular for the diploma project. Students are provided with the opportunity to present their research projects.

Precognitions: Profound knowledge of Business Education  
Exam: none  
Teacher: Prof. Dr. Bärbel Fürstenau / staff

**WWP  Special Didactics of Business Education**

*Goal: Students learn which aspects the didactics of Business Education covers and how those can be specified for a certain subject.*

This seminar deepens didactical skills and methods for teaching Business Education. The thematic focus will for example be put on industrial management or accounting.

Precognitions: Profound knowledge of Business Education  
Exam: Written or oral exam  
Teacher: Prof. Dr. Bärbel Fürstenau
**WWP Vocational Training and Further Education**

*Goal:* Students learn to identify problems related to vocational training and further education and how to find solutions to them.

Current aspects of vocational training and further education with respect to Business Education will be presented and discussed. In addition to formal and structural matters, the particular examples presented will also refer to contextual and legal problems.

- **Precognitions:** Basic knowledge of Business Education
- **Exam:** Presentation, report or written exam
- **Teacher:** Prof. Dr. Bärbel Fürstenau

**WWP Qualification of Trainers in Vocational Education**

*Goal:* Students receive a profound insight into the qualification of trainers in Vocational Education.

This seminar deals with the contents of the qualification of trainers in vocational education. An emphasis lays on the insights of action theory. Moreover, the question of the qualification of trainers as required in a particular economic and political surrounding will be discussed. Students will be involved in the seminar by group discussions and presentations.

- **Precognitions:** Basic knowledge of Business Education
- **Exam:** Presentation or report
- **Teacher:** Dipl.-Kffr. Cindy Grzanne

**WWP Main Course Seminar on Business Education**

*Goal:* Students learn to understand the discussion concerning a problem of educational policy, didactics or research methods that is currently dealt with. They learn how to form an opinion on the issues discussed.

The main course seminar discusses current trends in Business Education from multiple perspectives.

- **Precognitions:** Profound knowledge of research methods, Business and Vocational Education
- **Exam:** Presentation, report or written exam
- **Teacher:** Prof. Dr. Bärbel Fürstenau
**WWP**  
**Transition from studying to working**

*Goal:* Students get to know mechanisms influencing the transition from studying to working.

*Lernziel:* Studierende erkennen die Zusammenhänge und Mechanismen, die sich auf den Berufseinstieg und die Berufsausübung auswirken.

This course deals with competences influencing the career entry. Those competences are analyzed from multiple perspectives. Moreover, it is discussed how those competences can be taught.

**Precognitions:** Profound knowledge of the vocational educational system as well as of vocational training and further education

**Exam:** Presentation, report or written exam

**Teacher:** Prof. Günther Portune

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**WWP**  
**Information and Management Aspects of eLearning**

*Goal:*

After visiting the lecture, which is organized as a "blended learning” arrangement, students know the most important business processes and business models of eLearning and are able to deduce essential organisational and information technological requirements for companies. The students are familiar in the field of tension of pedagogical and technical rationality. As a result of their active experiences in the exercise, the students can differentiate between individual self-controlled online learning and virtual collaborative learning (VCL) from an organisational and a pedagogical view. They know important information technology standards for eLearning and are able to deduce basic architecture and performance requirements for eLearning systems (development tools, learning management systems).

**Precognitions:** Basic knowledge in business informatics, basic knowledge in knowledge management, good knowledge in Business Pedagogics.

**Exam:** Altogether, 6 credit points are acquirable (workload circa 180 hours).  
The modalities are:
1. Lecture (3 credit points): 1/3 accompanying presentations and homework to the lectures + 2/3 oral examination  
2. Exercise: 3 credit point (60 % VCL, 40 % exercises at the computer)

**Teacher:** Prof. Dr. Eric Schoop and assistants
Faculty of Transportation Sciences “Friedrich List“

Chair of Communications Economics
Prof. Dr. Ulrike Stopka

Visitors Address: Andreas-Schubert-Straße 23, 01069 Dresden
Postal Address: 01062 Dresden
Phone: (+49) 0351 / 463-36820
Fax: (+49) 0351 / 463-36854
E-Mail: stopka@rcs.urz.tu-dresden.de
WWW: http://www.communications-economics.tu-dresden.de

The chair is specialized in teaching and research in information and communications economics and management as a special field of business administration and management focusing on the design, production, offering, marketing and application processes in the information and communication technology (ICT) industry and the economy of electronic communications markets, networks and services. Therefore it focuses on communications processes between spatially separated partners by using ICT infrastructures. The telecommunications market is especially centred with its networks structures, applications and services (keywords are: fixed, mobile, broadband, internet, RFID, telematics etc.). In this context ICT network carrier and service provider as well as customers of ICT services and systems (residential and business user) are considered. Both sites operate on national and international ICT-Markets which are characterized by deep changes from national monopolistic structures to global competition and by enormous innovation speed.

Topics covered:
- Position and function of the ICT industry in the overall economy
- Structures of supply and demand on ICT markets
- Services and applications in different ICT sub-segments (fixed, mobile, radio, broadband, internet etc.)
- Prospects for market entry for new enterprises and market players in sub-markets
- Convergence of networks and applications/services
- Characteristics of the internet economy
- Methods of cost-efficiency-analysis for ICT networks, systems and services
- Success factors, applications, business models and efficiency of e-business and m-business
- Business plans and business cases in telecommunications
- Marketing in ICT industry
- Marketing by using ICT services
- Telecommunications markets and competition
- Quality, customer satisfaction and retention in ICT industries

Liberalization, regulation and competition in telecommunications markets
The following courses can be chosen:

<table>
<thead>
<tr>
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<th>POS-Nr.</th>
<th>Elementary Courses</th>
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Courses in advanced study period (subject communications economics):

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<td>SS</td>
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<td><em>Management of ICT companies</em></td>
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</table>
Description of the courses:

**V KW Investment Appraisal**

*Goal: Students will get an overview about the most important investment appraisal methods for evaluation of investment projects in the business decision making process.*

Based on the fundamental terms of investment and financing of industrial goods in companies the basics of financial mathematics are discussed. Adapted from methods of static and dynamic investment analyses and assessment decision alternatives are discussed and calculated. Thereby for instance the influence of taxes will be considered by determination of the net present value. Furthermore ascertainment methods of optimal resource time and optimal time for reinvestment are figured out as well as classical and simultaneous decision making methods for investment programs and investment and financial budgets. Aspects of uncertainty and risks in investment decision processes are considered by adaption of correction methods and sensitivity analyses.

Examination: written examination  
Teacher: Prof. Dr. Ulrike Stopka
VKW  

**Basics of information and communications economics**

Goal: *Students will acquire scientific based knowledge about the structure of ICT markets considering technological development as well management and business administration including business assessments in ICT companies. They will be enabled to apprise decisions under business oriented focus in regard with user oriented aspects with the aim to develop business operating procedures.*

The course describes ICT industries as an innovative and dynamic branch within the overall industry development. It points out the different sub-markets (e.g. broadband, fixed network, mobile network, ISP market) concerning their specific offer and demand situations having regard to the convergence of these markets. Specifics of networks industries will be identified and analysed considering market competition decisions. To allow the economic assess of market procedures technical and business knowledge is imparted which will be proved by practical case studies.

In the frame of the technical knowledge transfer there will be given an overview of electronic communications network structures and their system components. It focuses especially on the systematisation of ICT-network structures, services and technical standardisation. Thereon specific applications for fixed or mobile networks, internet or multimedia services by e- and m-business strategies will be considered. The imparted knowledge covers models for assessment of cost efficiency and profitability by implementing ICT-systems and applications in enterprises of different branches (investment theoretical approach) as well as business models and cases of ICT-networks and services for network carriers and service provider.

Previous Knowledge: Basic knowledge in business administration and economics
Examination: written examination
Teacher: Prof. Dr. Ulrike Stopka

VKW  

**Management of ICT companies**

Goal: *Students will get a substantiated knowledge about the specifics of the management in ICT industries. They will be enabled to develop different business strategies, to valuate them for business management reasons and to educe business recommendations.*

The course focuses on the strategic and operative management in ICT industries. Based on the knowledge regarding the technical structure and specifics of the different network, the ICT market, the specifics of network economics and the basic knowledge of economic assessment procedures and evaluation methods various practical problems will be discussed and exercised to prove the theoretical approach and to evaluate the consequences for operative business procedures in ICT enterprises.

Previous Knowledge: Basic knowledge in communications economics
Knowledge: Basic knowledge of economic assessment procedures and evaluation methods
Examination: written examination
Teacher: Prof. Dr. Ulrike Stopka, Dipl. Verkehrswirtsch. René Pessier
V KW       Case Studies in ICT industry

Goal: By working on case studies Students will be enabled to appropriate independently substantiated knowledge concerning current problems on ICT markets and to use theoretical management concepts and models by solving operative business tasks. The goal is to impart knowledge of techniques of independent scientific research and work, of presenting result of scientific discussion and disputation as well as to deepen the insights in ICT industries and markets.

Students work on two to three different ICT market oriented case studies in groups self-dependently. Thereby scientific content, models and methodologies for solving the task adapting practical business conditions should be exercised. Each case study will be presented and discussed in a students’ colloquium to get feedback by fellow students and teachers.

Previous Knowledge: Basic knowledge communications economics and ICT market situation

Examination: elaboration of 2 - 3 case studies, presentation and disputation

Teachers: Prof. Dr. Ulrike Stopka, Dipl. Ing. oec. Gertraud Schäfer,
Dipl. Verkehrswirtsch. René Pessier
VKW  
Liberalization, Regulatory Policy and Competition in Telecommunications Markets

Goal: In the lecture the students deal with the ongoing processes of liberalization, regulation and competition in national and international telecommunications markets under the focus of regulatory policy and law. The students get basic knowledge of the European regulatory framework for electronic communications networks and services and the challenges to create the conditions for effective competition in the telecommunications sector. The impacts of the regulatory framework on the business situation of market player will be discussed.

Starting from the basic knowledge concerning the structure of the suppliers and competitors in national and international telecommunications markets the reasons for the structural changes in these sectors are discussed. The relevant competition model is figured out.

Based on the European regulatory framework the most important topics of market regulation and competition are considered. This includes the topics of

- market access,
- the definition of relevant markets,
- assessment of significant market power (SMP) and designation undertakings with SMP in the relevant market,
- the procedure for public consultation, consolidation and publication of proposed decisions of the national regulatory authorities,
- the regulation of network access and interconnection,
- the regulation of charges and pricing,
- the regulation of universal services.

The problems are discussed in closed connection between economic and legal aspects (e. g. discussion of different cost models as basis for price regulation procedures) as well as in consideration of regulatory experiences and results in other infrastructure markets like transport or energy. Experiences in other national markets like the ICT market in US and GB markets complete the lecture.

Previous Knowledge: Basic knowledge in competition law, communications economics and industrial economics
Examination: Written examination
Teacher: Prof. Dr. Ulrike Stopka
VKG Marketing in ICT industries

Goal: Students will get detailed knowledge referring the specifics of the marketing of ICT services and systems as well as by using ICT services as marketing tool and distribution channel. They will be enabled to use the tool of operative service marketing in the ICT market environment and to develop marketing strategies.

The marketing lecture focuses on two different fields. On one hand the specifics of the implementation and usage of tools for marketing ICT services produces on network infrastructures will be discussed and explained. By designing marketing strategies the impact of the different customer requirements and segments will be taken in consideration as well as the specific decision and adaptation phases (buying devices, access on network, service usage). On the other hand, it will be described and analysed how ICT services can be used for marketing and distribution processes in other branches. Therefore new product strategies by using electronic media, innovative pricing strategies (e. g. e-pricing, web-based revenue models), changed communication and market strategies (e. g. 1 to 1 marketing, internet branding), differentiated distribution channels (e. g. e-commerce, m-commerce, multi-channel-strategies) as well as the customer relationship management is discussed.

Previous Knowledge: Basic knowledge marketing,
Knowledge: Basic knowledge communications economics
Examination: Written examination
Teacher: Dipl. Ing oec. Gertraud Schäfer

VKG Lecture by experts from ICT industry

Goal: The lecture gives an insight view in relevant practical questions in ICT markets. Experts from different ICT companies will refer about their experiences on current case studies. The students get the possibility to get in touch with referents and enterprises, working and operating in the ICT industry.

In frame of this lecture courses mainly experts from the ICT industries will refer about current topics in the field of the business administration. Technical, operating, marketing, political and legal issues of fixed and mobile telecommunications network carrier and service provider, internet service provider and other market players in the field of ICT will be focused.

Previous Knowledge: Basic knowledge communications economics
Knowledge: Basic knowledge marketing
Examination: Written examination
Teachers: Prof. Dr. Ulrike Stopka, Dipl. Ing. oec. Gertraud Schäfer,
Dipl. Verkehrswirtsch. René Pessier
Goal: The seminar addresses students with a specific interest on communications economics to deepen their knowledge by looking into different selected topics of ICT industry and market. Thereby student will acquire skills in writing scientific thesis by working on smaller research and project tasks including presentation and disputation of results.

Based on the acquired theoretical and practical knowledge out of the earlier described lectures by the chair of communications economics different current topics are emphasised. The participation at the seminar includes writing a term paper whereby normally several students work on one main topic complex. The article of each student will be delimitable and recognisable. However the group work should help to get a deeper understanding of the whole scientific and market complex. Therefore the seminar provides the basis for the diploma thesis and helps to exercise scientific working processes and to argue critically. The participation at the seminar for advances students is wished for those one who want to write their diploma thesis in the field of communications economics. The results of the term paper will be presented and discussed in a students’ colloquium. The group discussions are accompanied by the chair’s staff, but it is wished that student take themselves the moderator role.

Previous knowledge:
Knowledge of communications economics
Examination:
Term paper with presentation and disoputation
Teachers:
Prof. Dr. Ulrike Stopka, Dipl. Ing. oec. Gertraud Schäfer,
Dipl. Verkehrswirtsch. René Pessier

References:

Books/monographs:
BRUHN, M./HOMBURG, Ch.: Handbuch Kundenbindungsmanagement. Gabler Verlag, 5. Auflage, 2005
KEMPER, F. (Hrsg.): Electronic Business and Mobile Business. Ansätze, Konzepte und Geschäftsmodelle, Gabler Verlag Wiesbaden, 2002
MAGER, R.: IP-Telefonie. VDE-Verlag, Berlin, Offenbach 2004


SCHULTE, H. (Hrsg.): Telekommunikationsdienste und Netze wirtschaftlich planen, einsetzen, organisieren. Bände 1-3. Lose Blattsammlung in Fortsetzung. Interest-Verlag


TROMMSDORF, V.: Konsumentenverhalten, Kohlhammer, 6. Auflage, 2004


Scientific journals//Internet sources:

ARNOLD, F. (Hrsg.): Handbuch der Telekommunikation. Loseblattsammlung in Fortsetzung, Deutscher Wirtschaftsdienst

WIK discussion papers of Wissenschaftliches Institut für Kommunikationsdienste GmbH. Bad Honnef

funktenschau

telekom praxis

NET

TELECOMMUNICATIONS POLICY - The International Journal on Knowledge Infrastructure Development, Management and Regulation

www.teltarif.de

www.heise.de

www.bundesnetzagentur.de
Chair for *Macroeconomics and Spatial Economics/Regional Science*

Prof. Dr. Georg Hirte

Visitors Address: Andreas-Schubert-Straße 23, A 406
Postal Address: TU Dresden, Fakultät Verkehrswissenschaften “Friedrich List”,
Institut für Wirtschaft und Verkehr, 01062 Dresden
Phone: +49 351 463 36788
Fax: +49 351 463 36819
E-Mail: georg.hirte@tu-dresden.de
WWW: http://tu-dresden.de/regionalscience

Further details can be found on the chairs homepage.

The following courses can be chosen:

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<th>Sem.</th>
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* Die aktive Teilnahme in der Übung in Form einer Präsentation ist Voraussetzung für die Teilnahme an der Klausur.

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</table>
Description of the courses:

**WVW Urban Economics**

In a combination of lectures and tutorials the theoretical fundamentals of urban economics will be taught in this course. The focus will be on the following subjects: the monocentric closed city, the polycentric closed city, housing, urban transportation, public facility location, local public economics, public infrastructure and amenities, agglomeration effects and city formation, externalities, urban systems and city growth. This course will be taught in English.

**Vorkenntnisse:** Microeconomics, Raumwirtschaftstheorie I

**Prüfung:** Written Exam (80%) and Handouts to a Presentation (20%). The Presentation has to be given in Englisch.

**Dozent:** Prof. Dr. Georg Hirte

Other descriptions are only available in German.

**Chair of Tourism Economics & Management**

Prof. Dr. Walter Freyer

**Visitors Address:** A-Gebäude, Andreas-Schubert-Straße 23, Zimmer 521

**Postal Address:** TU Dresden, Fakultät Verkehrswissenschaften „Friedrich List“, 01062 Dresden

**Phone:** +49 351 463 36800

**Fax:** +49 351 463 36807

**E-Mail:** tourism@mailbox.tu-dresden.de

**WWW:** http://www.tourismus-tu-dresden.de

The chair is specialised in teaching and research in tourism economics and management.

Research topics covered are:

- **tourism politics:** the development of tourism undertaken by public and private tourism organisations and institutions
- **special management issues for tourism businesses** such as tour-operators, travel agents, hotel and catering facilities, public tourism organisations, leisure facilities and health and spa tourism infrastructure
- **market research in tourism:** methodological foundations and implementation of market research in the areas of travel behaviour, guest satisfaction and image analysis
- **tourism and ecology:** ecological responsible and sustainable tourism management
- **tourism and traffic:** economic foundations of traffic and transport companies, market analysis and traffic management concepts in tourism
- **spa and health tourism:** development of spa tourism in certified spa resorts, economic analysis
of health tourism

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
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<th>LP</th>
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<td>Lesson Tourism Economics &amp; Management 1) (for Erasmus-Students)</td>
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<td>Doctorand workshop 3)</td>
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</table>

1) not complete semester
2) not complete semester, obligatory for graduands
Description of the courses:

**VBW  Introduction: Tourism Economics & Management**

This lecture gives an overview of the tourism system and introduces tourism economics and management. The special characteristics of tourism are being demonstrated and analysed. Models for a holistic understanding of the tourism system are introduced and their use in the management of tourism is analysed. Furthermore, the distinct characteristics of tourism economics and management are demonstrated and thus tourism is being differentiated from other business and economic subjects. Tutorial using case studies and classes on the same subjects help to deepen the acquired knowledge and to demonstrate the principles of tourism.

Precognitions: Basic knowledge of business studies  
Exam: Written exam  
Teacher: Prof. Dr. Walter Freyer

**VBW  Tourism Marketing**

Modern marketing management methods are being employed in the area of tourism. A characteristic and distinct tourism marketing theory is being developed and analysed. Modern methods, concepts and principles of marketing and their application to the tourism industry are here taught. Methods and tools for the development of modern marketing concepts for tourism businesses as well as destinations are being demonstrated. The role of tourism marketing as a management orientation or philosophy is a central aspect in this course.

Precognitions: Introduction: Tourism Economics & Management  
Exam: Written exam  
Teacher: Prof. Dr. Walter Freyer

**VBW  Tourism Policy**

Economic impacts of tourism on national, regional and local economies and planning theories and regulations in tourism are the main aspects covered in this course. The economic importance of tourism and the distinct models and theories of tourism economics are being developed. The political objectives, planning methods, regulations and models are being analysed and interpreted.

Precognitions: Introduction: Tourism Economics & Management  
Exam: Written exam  
Teacher: Prof. Dr. Walter Freyer
**Goal:**
The subject of „Tourism Economics & Management“ enables emphasis to be placed on various business and economic studies. It is recommendable to combine this with further disciplines of transportation science and tangential subjects of other courses of economic studies (e.g. personnel management, cost accounting, marketing and business informatics). The international aspect of tourism requires command of foreign languages. In addition to this, there is a close connection to other fields of social sciences (e.g. leisure, sports, culture, ecology and transportation). During the lectures and seminars offered in the field of tourism management, special attention is given to the tourism industry and various tourism-specific enterprises as well as the possibility to transfer business and economics basic knowledge and methodical bases to this sector of industry.

**VBW Advanced Seminar Tourism Economics & Management**

**Goal:** The seminar aims to teach students how to develop and write an academic paper in a specific tourism related field and how to present it in an orderly manner.

The aim of this seminar is to apply the acquired theoretical knowledge to real life case studies in the tourism industry during two semesters. Topical issues relevant to tourism are selected, analysed and demonstrated by the students. The results are presented and discussed.

**Precognitions:**
Introduction: Tourism Economics & Management, Tourism Marketing, Tourism Policy

**Exam:**
Written assignment and presentation

**Teacher:** Prof. Dr. Walter Freyer

**VBW Project Seminar Tourism Economics & Management**

**Goal:** The seminar aims to teach students how to develop and write an academic paper in a specific tourism related field and how to present it in an orderly manner.

The aim of this seminar is to apply the acquired theoretical knowledge to real life case studies in the tourism industry during one semester. Topical issues relevant to tourism are selected, analysed and demonstrated by the students. The results are presented and discussed.

**Precognitions:**
Introduction: Tourism Economics & Management, Tourism Marketing, Tourism Policy

**Exam:**
Written assignment and presentation

**Teacher:** Prof. Dr. Walter Freyer
**VBW Lecture Series Tourism Economics & Management**

*Goal: The lecture series will give a general introduction to the tourism phenomenon and underline the interdisciplinary linking of the topics.*  
The series will provide a general look into the tourism phenomenon and emphasise the interdisciplinary connection of the topic. Tourism-related topics will be addressed from the perspectives of various representatives from academia and practice. This course is normally offered in the summer semester and deals with current topics.

Exam: Written exam  
Teacher: Prof. Dr. Walter Freyer

**VBW Law of Tourism - Part I: The Air Transportation**

*Goal: The lecture will provide basic knowledge of practical application in the field of travel contract law.*  
This lecture presents the legal aspects of national and international transportation of passengers and luggage by air. The rights and obligations of all persons involved in an air carriage will be demonstrated and the legal system will be explained. Moreover, the various possibilities to pass the liability limitation will be demonstrated.

Exam: Written exam  
Teacher: Prof. Dr. Ronald Schmid

**VBW Law of Tourism - Part II: The Package Tour Contract**

*Goal: The lecture will provide basic knowledge of practical application in the field of travel contract law.*  
This lecture presents the legal aspects of package tours under German law. Rights and obligations of all persons involved in the travel contract (tourist, tour operator, travel agency, carrier, hotel etc.) will be demonstrated. Afterwards, the potential warranty claims in the case of breach of contract or defective performance by the tour operator will be explained.

Exam: Written exam  
Teacher: Prof. Dr. Ronald Schmid
Chair of *Transport Business Administration and Logistics*
Prof. Dr. Knut Haase

Visitors Address: Andreas-Schubert-Straße 23 (Zi. A 505), 01069 Dresden
Postal Address: 01062 Dresden
Phone: +49 351 463 36815
Fax: +49 351 463 37758
E-Mail: knut.haase@tu-dresden.de
WWW: http://www.vbl-dresden.de/

The main teaching and research activities of the chair are focused on concepts and quantitative methods for managing transport enterprises. Students learn to work with modern software packages for analysing and solving complex problems which arise in real applications.

Topics covered in teaching and research:
- quantitative management approaches
- public transport services
- logistics
- operations research
- algebraic modelling languages
- geographic information systems
- simulation
- empirical methods
- decomposition methods

The following courses can be chosen:

<table>
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<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
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<td>WS</td>
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* It is possible to choose the course *Introduction to Transport Economics* (18401) in the basic studies. In this case, the *Colloquium “Transport and Logistics”* (18560) is to be chosen instead.

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<th>Sem.</th>
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Description of the courses:

**VBW**  *Introduction to Transport Economics*

The lecture offers an introduction to the basics of transport economics and provides a survey of current developments of road and rail transportation as well as of inland and maritime navigation.

The general part of the lecture focuses on the importance of transport economics. Current trends in transportation policies are considered. Furthermore, the competition determinants are analysed which influence considerably the development of supply and demand in transport markets.

In particular, basic principles of each transport mode are illustrated regarding their technical, legal and commercial specifics. Theoretical principles are supplemented by exercises and some lectures of practitioners.

**Precognitions:** Basic knowledge in business administration

**Exam:** Written exam

**Teacher:** Prof. Dr. Knut Haase and assistants

**VBW**  *Management of Public Transport Companies*

The lecture deals with important aspects of managing public transport companies. It focuses on public transport, railway companies, and authorities. The presentation starts with introducing the basic factors which determine the demand in the public transport market as well as the basic legal conditions. A large part of this lecture is concerned with the marketing of regional transport companies, paying special attention to planning and the use of service marketing instruments as well as marketing controlling. The final part considers the structures and tasks of transport associations in terms of cooperating in public transport.

**Precognitions:** Basic knowledge in business administration

**Exam:** Written exam

**Teacher:** Prof. Dr. Knut Haase and assistants
Production of Public Transport Services

A public transport system can be described by a set of stations which are connected by a line system. In such a system each station represents the origin or destination of passengers. The number of passengers travelling from an origin station to a destination station is unknown and, hence, has to be estimated. As result a so-called origin-destination matrix is obtained. Based on the origin-destination matrix a line system and a timetable have to be determined in order to provide a high service quality. The timetable defines trips which have to be covered by a vehicle schedule. From the vehicle schedule tasks are derived to be covered by a duty schedule. For all these problems the lecture provides efficient solution approaches.

Precognitions: Operations Research and Logistics (Operations Research I)
Exam: Written exam
Teacher: Prof. Dr. Knut Haase and assistants

Elogistics

The Internet respectively eCommerce provides new challenges and new chances for logistics companies in procurement, production, and distribution with regard to transport, turnaround, order picking, and storage processes. The market segment that takes this development into account is referred to as eLogistics.
By means of selected examples used technologies (e.g. RFID) and new business models (e.g. electronic cargo market places) are considered. Furthermore, special methods are presented, discussed and appraised. In particular, the lecture contains a practical introduction in simulation software.

Precognitions: Basic knowledge in business administration and logistics
Exam: Written exam
Teacher: Prof. Dr. Knut Haase and assistants
VBW  International Transport and Logistics Management

The management of trading transactions and processes relating to an organised flow of goods within and across the borders of the European Union gains further importance. The lecture presents and explains suitable expertise, methods, and tools to coordinate international logistics and transportation networks.

The first part of the lecture focuses on basic economic theories which explain the progressive globalisation and the emerging of multinational companies. Concepts for the development of logistics networks are introduced subsequently. Thereby, the originating requirements and the problems of international logistics management are presented. Moreover, the cross-cultural challenge and the necessity of risk management (financial and operational hedging) are emphasised.

The second part deals with important trading terms as well as the trading operation, transport and customs handling. The latter is a main focus of the lecture. The legal regulation and institution as well as the processes for goods movement across custom borders of the European Union are described. Furthermore, basic principles of international financial transactions and safeguards are presented. Finally, the lecture finishes with an analysis of the framework and the international competition within and between the various transportation modes.

Precognitions:  Basic knowledge in business administration and logistics
Exam:  Written exam
Teacher:  Prof. Dr. Knut Haase and assistants
VBW Management Systems and Techniques in Transport Companies

After a brief introduction to management systems and an overview over management methods, the following selected topics are discussed: company evaluation, staff management, project management, process management, and revenue management. Decision problems under risk are going to be a specific focus.

Precognition: Basic knowledge in business administration and logistics
Exam: Written exam
Teacher: Prof. Dr. Knut Haase and assistants

VBW Management of Air Transport Companies

From a CEO point of view, the lecture presents concepts and methods for strategic management and operations planning in transport air companies. In particular, managerial solution approaches for specific problems arising in the areas of innovation, finance, organisation, and marketing are considered. A case study emphasizes the practical orientation of the lecture.

Precognition: Introduction to Transport Economics
Exam: Written exam
Teacher: Hon. Prof. Heinz Ruhnau

VBW Seminar on Current Topics in Transport and Logistics Management

During the term each participant of the seminar has to write a scientific paper about a topic resulting from PhD projects, co-operations with transport enterprises, and other research activities. At the end of the term the results are presented and discussed.

Precognition: Basic knowledge in business administration, transport economics and logistics
Exam: Seminar paper with presentation
Teacher: Prof. Dr. Knut Haase and assistants

VBW Colloquium "Transport and Logistics"

The subject of the colloquium is one research problem for which a solution has to be determined by a team of students. In common meetings intermediate results are presented and discussed. Furthermore, the students determine the tasks to be done next and by which student. The colloquium ends with a final common presentation and an oral exam.

Precognition: Basic knowledge in business administration, transport economics and logistics
Exam: Project paper and oral examination
Teacher: Prof. Dr. Knut Haase and assistants
**VBW Diploma Colloquium**

In the diploma colloquium students present and discuss intermediate results of their diploma theses.

Precognitions: Study of the subject Transport Business Administration and Logistics  
Exam: (Diploma thesis)  
Teacher: Prof. Dr. Knut Haase and assistants

**Professorship of Traffic Modelling and Econometrics**

Dr. rer. nat. Martin Treiber

Visitors Address: Andreas-Schubert-Str. 23/A 420  
Postal Address: Faculty of Traffic Sciences, Institute for Economics and Traffic,  
D-01062 Dresden, Germany  
Phone: +49 351 463-36808  
Fax: +49 351 463-36809  
Email: info@vwi.tu-dresden.de

Research and education focuses on the quantitative and/or computer-based analysis, modelling, simulation, and optimization of active multi-component systems, e.g. on statistical and econometric analyses of economic or traffic data, on multi-agent simulations of socio-economic systems, on behavioral models, decision and game theory, on self-organization phenomena in space and time, on optimization of vehicle and pedestrian traffic or production processes and supply networks, on stochastic methods and Monte-Carlo simulations, and on the theoretical link between micro- and macro-dynamics. The goal of the courses is the mastery of the treated methods and the ability to transfer and apply them to new problems.

For foreigners, oral examination in English is also offered.

<table>
<thead>
<tr>
<th>Lectures</th>
<th>V/U/S</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical Transport Planning and Econometrics</td>
<td>2/2/-</td>
<td>6</td>
</tr>
<tr>
<td>Multivariate Transport Analysis</td>
<td>2/2/-</td>
<td>6</td>
</tr>
<tr>
<td>Linear and Nonlinear Dynamic Models</td>
<td>2/2/-</td>
<td>6</td>
</tr>
<tr>
<td>Seminar “Traffic Modelling and Econometrics”</td>
<td>-/-2</td>
<td>4</td>
</tr>
</tbody>
</table>
Description of the lectures:

VQV  Theoretical Transport Planning and Econometrics  
S  2/2/-  6 cr.

This course deals with transport planning, system analysis and modelling techniques (incl. fundamentals of classical and fuzzy logic), models of economic growth, the solution of systems of linear differential equations, the input-output model for the description and prediction of product flows (incl. regional aspects). Dynamic models of supply networks and methods for network analysis are treated as well.

Prerequisites:  Mathematics, Statistics
Examination:  Written Exam (120 minutes)
Lecturer:  N.N.

VQV  Multivariate Transport Analysis  
S  2/2/-  6 cr.

This course introduces the most important multivariate statistical methods, e.g. cluster analysis, regression analysis, analysis of variance, discriminant analysis, and factor analysis. The exercises teach the use of corresponding statistics software.

Prerequisites:  Mathematics, Statistics (and Computer Science)
Examination:  Written Exam (120 minutes) or Oral Exam or Evaluated Exercises
Lecturer:  N.N.

VQV  Linear and Nonlinear Dynamic Models  
W  2/2/-  6 cr.

This course deals with the mathematical and statistical analysis, description, and prognosis of time series data. Relevant topics are, e.g. the estimation of trends and seasonal changes, the Fourier and wavelet analysis, as well as ARIMA, RCAR, NLAR, and GARCH-processes. The lecture also treats basics of chaotic time series and fractals. The exercises teach the application of these methods to economic and traffic data with the help of relevant software.

Prerequisites:  Mathematics, Statistics (and Computer Science)
Examination:  Written Exam (120 minutes) or Oral Exam or Evaluated Exercises
Lecturer:  N.N.
Participants of this seminar present and explain a literature overview of recent publications in the
field of Traffic Modelling and Simulation, or they develop and present results of their own research.
The seminar is thought to be a preparation for the diploma thesis. The possible topics reach from the
statistical analysis of empirical data over traffic modelling and simulation up to game and decision
theory, or optimization of production processes and supply networks.

Prerequisites: Mathematics, Statistics (and Computer Science)
Examination: Seminar Paper and Talk
Lecturer: N.N.

Chair of Transport Economics and International Transport Policy
Prof. Dr. rer. pol. habil. Bernhard Wieland

Visitors Address: Andreas Schubert Straße 23 (Zi. A 416), 01069 Dresden
Postal Address: TU Dresden, Fakultät Verkehrswissenschaften „Friedrich List“,
Institut für Wirtschaft und Verkehr, 01062 Dresden
Phone: +49 351 463 36790
Fax: +49 351 463 36714
E-Mail: kerstin.kohn@mailbox.tu-dresden.de
WWW: http://www.verkehrspolitik-dresden.de

The main area of teaching and research of this chair is the economic analysis of regulation of the
transport sector. Methods of Microeconomics, Industrial Economics and the New Institutional
Economics are employed to analyze the question in how far market forces can work in the
transportation sector and where state intervention is warranted.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
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<tr>
<td>WS</td>
<td>28203</td>
<td>Transport Policy I: Institutional and Theoretical Foundations of Transport Policy</td>
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<td>3</td>
<td>V/Ü</td>
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<td></td>
<td>28204</td>
<td>Transport Policy II: Costs and Prices in Transport</td>
<td>2/2/0</td>
<td>6</td>
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<tr>
<td>SS</td>
<td>28206</td>
<td>Transport Policy III: The Economics of Transport Infrastructure</td>
<td>2/1/0</td>
<td>3</td>
<td>V/Ü¹</td>
<td>Kl 90</td>
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</table>

¹ voluntary class
Description of the courses:

**VVW**  
**Institutional and Theoretical Foundations of Transport Policy**

This lecture lays the groundwork for all following lectures in transport policy. The lecture starts with a few basic facts illustrating the economic importance of the transport sector and with a short description of the industrial structure of the various subareas of transport.

The aim of the second part of the lecture is to equip the student with the analytical apparatus necessary to analyze questions of transport policy from an economist’s point of view. The focus here is on analytical tools taken from the economic theory of regulation and from industrial economics.

The next part of the lecture applies these tools to discuss the various arguments that have been given to support regulation of the transport sector.

The lecture closes with a short overview over the history of German transport policy and the most important problems which transport policy faces today.

Precognitions: Basic knowledge of microeconomics

Exam: Written exam

Teacher: Prof. Dr. rer. pol. habil. Bernhard Wieland
Costs and Prices in Transport

In every sector of the economy costs and prices determine supply and demand. They also bear a close relationship to the regulations that govern a particular mode of transportation. Among the topics covered in this lecture are economies of scale and scope, subadditivity of a cost function, the empirical estimation of a cost function, the problem of allocating common costs, the problem of costing the road infrastructure, Ramsey prices, non-linear tariffs, peak-load pricing, congestion fees, access to essential facilities, access to the railway infrastructure.

This lecture is closely related to the lecture entitled „Institutional and Theoretical Foundations of Transport Policy“. Both lectures are devoted to providing the student with the necessary theoretical prerequisites to analyze questions of transport policy.

Precognitions: Basic knowledge of microeconomics
Exam: Written exam
Teacher: Prof. Dr. rer. pol. habil. Bernhard Wieland and assistants

The Economics of Transport Infrastructure

The main topics of this lecture are the importance of a nation’s transport infrastructure for the economy at large, the possibilities to privatize infrastructure provision, and methods of infrastructure planning (basic methods of economic planning, investment criteria, evaluation of investment projects).

The lecture closes with an analysis of German infrastructure planning in the transportation sector.

Precognitions: Basic knowledge of microeconomics
Exam: Written exam
Teacher: Prof. Dr. rer. pol. habil. Bernhard Wieland and assistants

International Transport Policy

This lecture has two main topics: First, railway policy in other countries (notably the United States and the United Kingdom). Second, international aviation policy.

The course starts with an economic analysis of US railway policy from 1887 (the founding of the ICC) to 1980 (the Staggers Act). It then moves on to a discussion of the British railway reform in the 90s and its consequences up to the present day. The course continues with three special topics of railway policy, namely the issue of railway-track access charges, the vertical separation of network and operations, and the issue of privatisation of railway firms.

The second part of the course is devoted to aviation problems and deals with strategic alliances, predatory pricing, frequent flyer programmes, slot-allocation, and the regulation of airports.

Precognitions: Transportation Economics and Policy I and II
Exam: Written exam
Teacher: Prof. Dr. rer. pol. habil. Bernhard Wieland
VVW  Cost-Benefit-Analysis for Transport Investments

This lecture gives an introduction to the theory and practice of cost-benefit-analysis with special reference to investments in the transportation sector.

Precognitions:  Basic knowledge of microeconomics
Exam:  Written exam
Teacher:  Prof. Dr. rer. pol. habil. Bernhard Wieland and assistants

VVW  Evaluation Methods for Transport Infrastructure Investments

This course has the aim to introduce the students to the different standardized evaluation methods of Germany’s transport infrastructure planning. The students will learn about the main methodical tools of the evaluation procedures and the application of it in practice. This lecture focuses on the three most important procedures: The Standardized Evaluation Method for the Public Transport, The Recommendations for Calculation of Profitability of Road Investments (EWS) and the Federal Planning of Transport Routes (BVWP). The lecture will close with the presentation of some interesting examples of the practice.

Precognitions:  not required
Exam:  Written exam
Teacher:  Dipl. Transportation Economist Andreas Matthes

VVW  Seminar in Transport Policy

This seminar is devoted to the discussion of practical and theoretical questions of transport policy. Students must write a paper and present it to the participants.

Precognitions:  Transportation Economics and Policy I and II
Exam:  Written paper and seminar presentation
Teacher:  Prof. Dr. rer. pol. habil. Bernhard Wieland and assistants
Hybrid Subjects

In hybrid subjects students get an interdisciplinary education. Responsible for the courses are the respective faculty professors.

Hybrid subjects currently offered:

- Health Economics
- International Corporate Management
- Operations Research
- Public Sector Management
Hybrid Subject: Health Economics

Chairs of Economics
Prof. Dr. Alexander Karmann
Chair of Business Management
Prof. Dr. Thomas Guenther
Chair of Business Informatics
Prof. Dr. Werner Esswein
Prof. Dr. Wolfgang Uhr
Chair of Quantitative Methods
Prof. Dr. Bernhard Schipp
Faculty of Medicine
PD Dr. Ulrich Schuler
External Professors
Dr. Rainer Wedekind
Dr. Kornelia Möser

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tbody>
<tr>
<td>WS</td>
<td>51002</td>
<td>Evaluation of Health Services (Prof. Dr. B. Schipp, Dr. K. Möser)</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>KI 90</td>
</tr>
<tr>
<td></td>
<td>51004</td>
<td>Hospital Management (Prof. Dr. W. Esswein, R. Schönherr)</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>KI 90</td>
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<tr>
<td></td>
<td>51005</td>
<td>Health Policy (Dr. R. Wedekind)</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>KI 90</td>
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<tr>
<td>SS</td>
<td>51003</td>
<td>Health Markets (Prof. Dr. A. Karmann, G. Dittrich)</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>KI 90</td>
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<table>
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<th>Sem.</th>
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<th>Supplementary Courses</th>
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<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tbody>
<tr>
<td>WS</td>
<td>51001</td>
<td>Medical Basics (PD. Dr. Schuler ; Faculty of Medicine)</td>
<td>2/0/0</td>
<td>3</td>
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<td></td>
<td>51053</td>
<td>Application Systems in Health Care</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>KI 90</td>
</tr>
<tr>
<td>SS</td>
<td>51052</td>
<td>Seminar Health Economics</td>
<td>0/0/2</td>
<td>4</td>
<td>S</td>
<td>Se</td>
</tr>
</tbody>
</table>
Description of the courses:

**WVW Evaluation of Health Services**

*Goal: The students learn about the qualitative and quantitative instruments and methods for the evaluation of health services.*

This course is part of the interdisciplinary field “Health Economics”, but can also be taken as a separate subject. After an introduction of the general issues of research in health economics, instruments for the measurement of health, the evaluation of health care programmes, techniques of outcome research as well as concepts for the measurement of quality of life are part of the course. The second part of the course introduces important methods of data analysis and biometrical methods. The discussed topics are illustrated by case studies.

**Precognitions:** Intermediate Microeconomics, Statistics  
**Exam:** Written exam  
**Teacher:** Prof. Dr. Bernhard Schipp, Dr. Kornelia Möser

**WBW Hospital Management**

*Goal: Students will acquire systematic knowledge of the issues process management and quality management in hospitals.*

This course is designed to introduce students to management of hospitals as e.g. to strategical hospital management, compensation systems in hospitals, cost and activity accounting, and cost management. Topics will include also the forms of organisation, process management and quality management in hospitals.

**Exam:** Written exam  
**Teacher:** Prof. Dr. Werner Esswein/Dipl.-Wirtsch.-Ing. Ralf Schönherr

**WVW Health Markets**

This course is an introduction into the field of market failure and the regulation of health markets.

**Precognitions:** Basic knowledge in economics  
**Exam:** Written exam  
**Teacher:** Prof. Dr. Alexander Karmann/ Dipl.-Vw. Gunnar Dittrich
WVW  Seminar Health Economics

Goal: The students practice their scientific abilities on a current issue in health economics. The topics of the seminar are based on current issues of health economics and health care.

Precognitions: Health Economics, basic knowledge in Economics and Management Sciences
Exam: Written assignment and presentation
Teacher: Lecturers of the interdisciplinary course programm

WBW  Application Systems in Health Care

Goal: Students gain an overview of the latest use of modern IT-applications systems and the possibilities of using them in health care by looking at the relation between Business Reengineering and IT-Application systems; standard software for health care, SAP for health care and internet applications in health care.

Precognitions: Basic knowledge in business studies and information management
Exam: Written assignment
Teacher: Prof. Dr. Wolfgang Uhr
Hybrid Subject: *International Corporate Management*

Fachverteiter: Prof. Dr. Birgit Benkhoff  
Prof. Dr. Stefan Müller  
Prof. Dr. Armin Töpfer

The course “International corporate management” focusses on the particularities of border i.e. state-general enterprise activity. Especially inter- and supranational as well as information- and communication – technological developments increasingly move into the center of business decisions. As a result of this globalization foreign competitors penetrate national markets therefore an exclusive concentration on a restricted and familiar home market becomes less and less adequate.

Therefore in the scientific discussion the course “International Corporate Management” can be regarded as a new “General Business Management”. Within the course it is neither intended to teach the characteristics of many foreign markets nor the possible adaptions of operational functions to international requirements (i.e. “International Controlling”, “International Logistics”). Instead it is to give an overview over this strategic relevant factors of border crossing transactions on a theoretical basis. According to the evaluation “the business of international management is culture” the factors of (national) culture and intercultural communication is granted special attention.
The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tbody>
<tr>
<td>WS</td>
<td>51201</td>
<td>Theories of Internationalization (Prof. Dr. Müller)</td>
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<td>3</td>
<td>V</td>
<td>Kl 60</td>
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<td></td>
<td>51220</td>
<td>Seminar Strategic International Management (Prof. Dr. Töpfer)</td>
<td>0/0/2</td>
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<td>HS</td>
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<tr>
<td>SS</td>
<td>51202</td>
<td>International Comparison of Industrial Relations (Prof. Dr. Benkhoff)</td>
<td>0/0/2</td>
<td>3</td>
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<td>51204</td>
<td>Strategic International Management (Prof. Dr. Töpfer)</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 60</td>
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<table>
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<tr>
<th>Supplemental Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
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<tbody>
<tr>
<td>WS 51255 Case Studies Seminar I (engl.) (Prof. Dr. Töpfer)</td>
<td>0/0/2</td>
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<td>Kl 60</td>
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<tr>
<td>51252 Empirical Research Methods (Prof. Dr. Benkhoff)</td>
<td>0/0/2</td>
<td>4</td>
<td>S</td>
<td>Se</td>
</tr>
<tr>
<td>51253 Cross-Cultural Communication (engl.) (assistant lecturer)</td>
<td>0/0/2</td>
<td>3</td>
<td>S</td>
<td>Pr</td>
</tr>
<tr>
<td>SS 51254 Intercultural Marketing (Prof. Dr. Müller)</td>
<td>2/0/0</td>
<td>3</td>
<td>V</td>
<td>Kl 60</td>
</tr>
<tr>
<td>51251 Case Studies Seminar II (engl.) (Prof. Dr. Töpfer)</td>
<td>0/0/2</td>
<td>3</td>
<td>S</td>
<td>Pr</td>
</tr>
</tbody>
</table>
Description of the courses:

**WBW**  **Theories of Internationalization**

*Goal: Students learn why and how companies decide to penetrate global markets. Moreover, they are made familiar with the decisions that precede and accompany this process.*

The main emphases are:
- characteristics and types of internationalization (history of internationalization, positioning of the German foreign trade etc.),
- conceptual basics (strategies of internationalization, standardisation vs. differentiation etc.),
- theoretical explanations (e.g. theory of decision making, behavioural approach).

Precognitions: Basics in business management
Exam: Written exam
Teacher: Prof. Dr. Stefan Müller

**WBW**  **Seminar Strategic International Corporate Management**

*Goal: Students are required to work individually on a topic within a general seminar frame.*

Researching, editing and conveying knowledge through presentations are core elements of this task. This seminar is held in German or English.

Exam: Seminar paper
Teachers: Prof. Dr. Armin Töpfer / Dipl.-Kfm. Christian Duchmann

**WBW**  **International Comparison of Industrial Relations**

*Goal: Students get to know different systems of industrial relations and their recent developments and will be able to evaluate them according to selected criteria.*

Different systems of industrial relations in the main industrialised countries (especially US/UK, Japan, Germany) are analysed in this seminar with respect to their origins and their implications for competitiveness of the country and the quality of life of its citizens. The main issue is answering the question what system offers the greatest economic advantages.

Exam: Seminar paper
Teacher: Prof. Dr. Birgit Benkhoff
**WBW Strategic International Corporate Management**

*Goal: Students will get an overview of international strategies.*

Core element of such strategies is the achievement of synergies between value chain activities in different countries through the exploitation of differences in location factors and the realization of scale economies. It is necessary to establish culture conscious leadership and organizational concepts. The applicability will be demonstrated with an array of examples.

Exam: Written exam
Teachers: Prof. Dr. Armin Töpfer/Dipl.-Kfm. Christian Duchmann

**WBW Empirical Research Methods**

*Goal: Students know how to approach management issues in a scientific way and are familiar with basic empirical research methods.*

Each time this seminar takes place, a special issue in Human Resource Management is selected and explored in its various aspects taking into account different methods of social science research such as interview techniques, questionnaire design and literature analysis. All participants draw up a seminar paper which is based on a small empirical study. Students are also expected to do presentations and contribute to class discussions.

Precognitions: Successful participation in both core lectures and classes
Exam: Seminar paper
Teacher: Prof. Dr. Birgit Benkhoff und MitarbeiterInnen
WBW           Intercultural Marketing

Goal: Students get to know special marketing problems of international companies. This lecture picks up the question raised in conjunction with the Culturism/ Universalism-discussion at the end of the 1960’s and the beginning of the 1970’s: Could or should marketing instruments standardised worldwide? To answer this question, we have to distinguish between two research strategies: ‘cross-cultural’ und ‘intercultural’. The cross- cultural view works out the specific features of a culture. The intercultural approach analyses how cultures interact (e.g. perception of products and services from culture A in culture B).

In particular, students get answered the following questions:
- What does culture mean and how can this multidimensional construct be operationalised (e.g. approach by Hofstede)?
- To what extent does culture influence human behaviour (e.g. consumer behaviour, decision making of managers)?
- How to use the intercultural approach to solve the problem of standardisation/differentiation in marketing?

Precognition: basics in business management and marketing
Exam: Written exam
Teacher: Prof. Dr. Stefan Müller
Hybrid Subject: Operations Research

Chairs involved: Prof. Dr. Udo Buscher
                Prof. Dr. Knut Haase

The hybrid subject Operations Research will focus on important models and solution methods in Operations Research. Operations Research is concerned with the modeling and analysis of complex decision problems that arise, for example, in production planning, investment management, and resource allocation in general. The basic topic in Operations Research is optimization. Using computational support such as the algebraic modeling language GAMS even complex problems can be solved. Nevertheless, to interpret the solutions OR knowledge is indispensable.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
</tr>
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<tr>
<td></td>
<td>51601</td>
<td><strong>Operations Research and Logistik</strong> (Operations Research I)</td>
<td>2/2/0</td>
<td>6</td>
<td>V/Ü</td>
<td>Kl 120</td>
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<td>Prof. Dr. Knut Haase</td>
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<td>51602</td>
<td><strong>Operations Research II</strong></td>
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<td></td>
<td></td>
<td>Prof. Dr. Udo Buscher</td>
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</table>

Description of the courses:

**VBW Operations Research and Logistics (Operations Research I)**

The lecture offers an introduction to operations research. In addition, students are enabled to model optimization problems. Thereby, solution approaches are presented, especially decomposition methods, to solve large and complex logistic problems by means of an algebraic language, so-called GAMS (General Algebraic Modeling System).

Precognitions: Basic knowledge in management and business administration

Exam: Written exam

Teacher: Prof. Dr. Knut Haase and assistants
WBW Operations Research II

Resting upon the classical linear optimization techniques the course is primarily devoted to branch and bound algorithms and cutting plane procedures which can be consulted for the solution of linear programming problems with integer restrictions. This will be followed by the consideration of nonlinear programming. Besides newer heuristic algorithms illustrated by selected problems are presented. The algebraic modeling language GAMS, already introduced in the course OR I, is integrated for the solution of more complex tasks, too.

Precognitions: Basic knowledge in management and business administration
Exam: Written exam
Teacher: Prof. Dr. Udo Buscher and assistants

Hybrid Subject: Public Sector Management

Chairs involved: Prof. Dr. Christian von Hirschhausen
Prof. Dr. Helmut Seitz

The Public Sector Management (PSM) course complements the courses offered in Energy Economics and Management. It is also useful for students from related fields of study such as transport economics, water management and waste management. The hybrid subject PSM is offered cooperatively by the Chair of Energy Economics (Prof. Dr. von Hirschhausen) and the Chair of Empirical Finance and Fiscal Policy (Prof. Dr. Seitz). The course deals with the management of companies that operate in formerly public sectors (commercialization and privatization). The regarded sectors are, therefore, water, waste, public transport, the health care system and education as well as cultural and sports facilities. The latter sector is particularly interesting due to its normally high share of public ownership of more than 50% and recent efforts for efficiency improvements and Public-Private-Partnerships (PPP). The job perspectives for graduates in this subject are good and still increasing, particularly in involved companies as well as in their business environment – financing, consulting, organization and regulation. The course PSM is accredited as “Wahlpflichtfach” or “wirtschaftswissenschaftliches Wahlpflichtfach”.

The following courses can be chosen:

<table>
<thead>
<tr>
<th>Sem.</th>
<th>POS-Nr.</th>
<th>Core Courses</th>
<th>H/W</th>
<th>LP</th>
<th>ToC</th>
<th>Exam</th>
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<tr>
<td>SS</td>
<td>51401</td>
<td>Introduction (PSM I)</td>
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<td>V/Ü</td>
<td>Kl 120</td>
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<td>WS</td>
<td>51402</td>
<td>PPP’s: Theory und Practical Experience (PSM II)</td>
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<td>Kl 120</td>
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<td>51403</td>
<td>Empirical Methods in Public Finance</td>
<td>2/2/0</td>
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</table>

* 2 of the 3 courses constitute the hybrid subject PSM
Description of the courses:

**WBW  Introduction to Public Sector Management (PSM I)**

The Introduction to Public Sector Management deals with the intra-corporate measurement of efficiency as well as efficiency enhancing methods applied under different regulatory regimes.

Exam: Written exam (120 min for 6 LP) and case study work
Teacher: Prof. Dr. Christian von Hirschhausen and assistants

**WBW  Private-Public-Partnerships: Theory and Practical Experience (PSM II)**

Private-Public-Partnerships: Theory and Practical Experience asks for efficient realization and incentive schemes for PPP’s.

Precognitions: Basic knowledge of Public Sector Management
Exam: Written exam (120 min for 6 LP) and case study work
Teacher: Prof. Dr. Christian von Hirschhausen and assistants

**WVW  Empirical Methods in Public Finance**

The lecture deals with empirical methods in the public sector. The focus will be on efficiency comparisons of public service delivery, constructing simple simulation models, as well as an introduction into statistical and econometric methods applied in empirical public finance research.

Precognitions: Successfully completed basic studies
Exam: Written exam
Teacher: Prof. Dr. Helmut Seitz
5. Adresses

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