



Friedrich-Alexander-Universität  
School of Business,  
Economics and Society

# STU DYI NG

**2021/2022**

2021/  
2022

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EDUCATION AT WISO

The coronavirus pandemic has had an impact on all areas of university life at WiSo. Our **#WiSoVirtuell** platform is designed to ensure that students can continue studying and is an opportunity for all of us to discover new opportunities for on-line education while learning relevant skills for a digital future. Read more online:

 [www.wiso-virtuell.fau.eu](http://www.wiso-virtuell.fau.eu)

▶ GERMAN VERSION  
STUDIERN AN  
DER WiSo



# STU DYI NG

**DEAR STUDENTS,**

This guide will tell you all you need to know about studying at WiSo, the School of Business, Economics and Society in Nuremberg. All the information you need on studying at WiSo, including information on the School, its programs, services and plenty of helpful advice is right here to get you going. And whether you are new to Nuremberg or already call the city your home, we encourage you to make the most of everything Nuremberg has to offer: finding the right balance of studying and enjoying life in the city will get you off to a flying start!

**We hope that you find this guide helpful and that you enjoy studying at WiSo!**



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# DISCOVER WiSo

Tradition, innovation and an international perspective make the School of Business, Economics and Society in Nuremberg an excellent place to study. International partnerships and broad networks with regional companies play an important role in the interdisciplinary and applied education at WiSo. The School's outstanding reputation in teaching and research is firmly grounded in the expertise and commitment to quality of its faculty members. WiSo is consulted as a university think-tank and a sought-after partner in the Nuremberg Metropolitan Region.

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- 12 Research focus areas
- 16 Chairs and professorships



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# ABOUT WiSo

Key facts and figures on the growth and development of WiSo in Nuremberg.

DISCOVER WiSo

HANDELS-  
HOCHSCHULE  
NÜRNBERG



1919

HOCHSCHULE  
für  
Wirtschafts- und Sozialwissenschaften  
GRAND-HOCHSCHULE  
NÜRNBERG



1931

hindenburg  
hochschule  
Nürnberg



1933

Hochschule für Wirtschafts- und  
Sozialwissenschaften  
Nürnberg



1954

55

Chairs and professorships

7

Research focus areas

15

Honorary professors

10

Assistant professors

HOCHSCHULE  
FÜR WIRTSCHAFTS-  
UND SOZIALWISSENSCHAFTEN  
NÜRNBERG



1960



1961



2007



2019

DISCOVER WiSo

## Spin-offs and partners



6,500

Students

21

Degree programs

5

Professional development programs

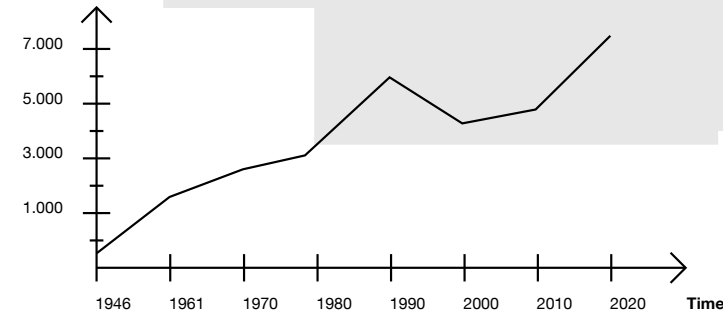
7

Cooperative programs

Findelgasse building

## Students

Number of students



1,500

Graduates per year

60

Doctoral degrees awarded per year

4

Locations

8

Institutes

Lange Gasse building

## Partnerships

Nuremberg Campus of Technology

ENERGIRegion Nürnberg e. V.

H2.B

Energie Campus Nürnberg

IAB

Schöller Forschungszentrum

Forum V

Ludwig Erhard Zentrum

...and many more!

## Internationalization

Over 100 incoming students per year

Over 400 outgoing students per year

Over 140 partner universities

5 International programs

8

9

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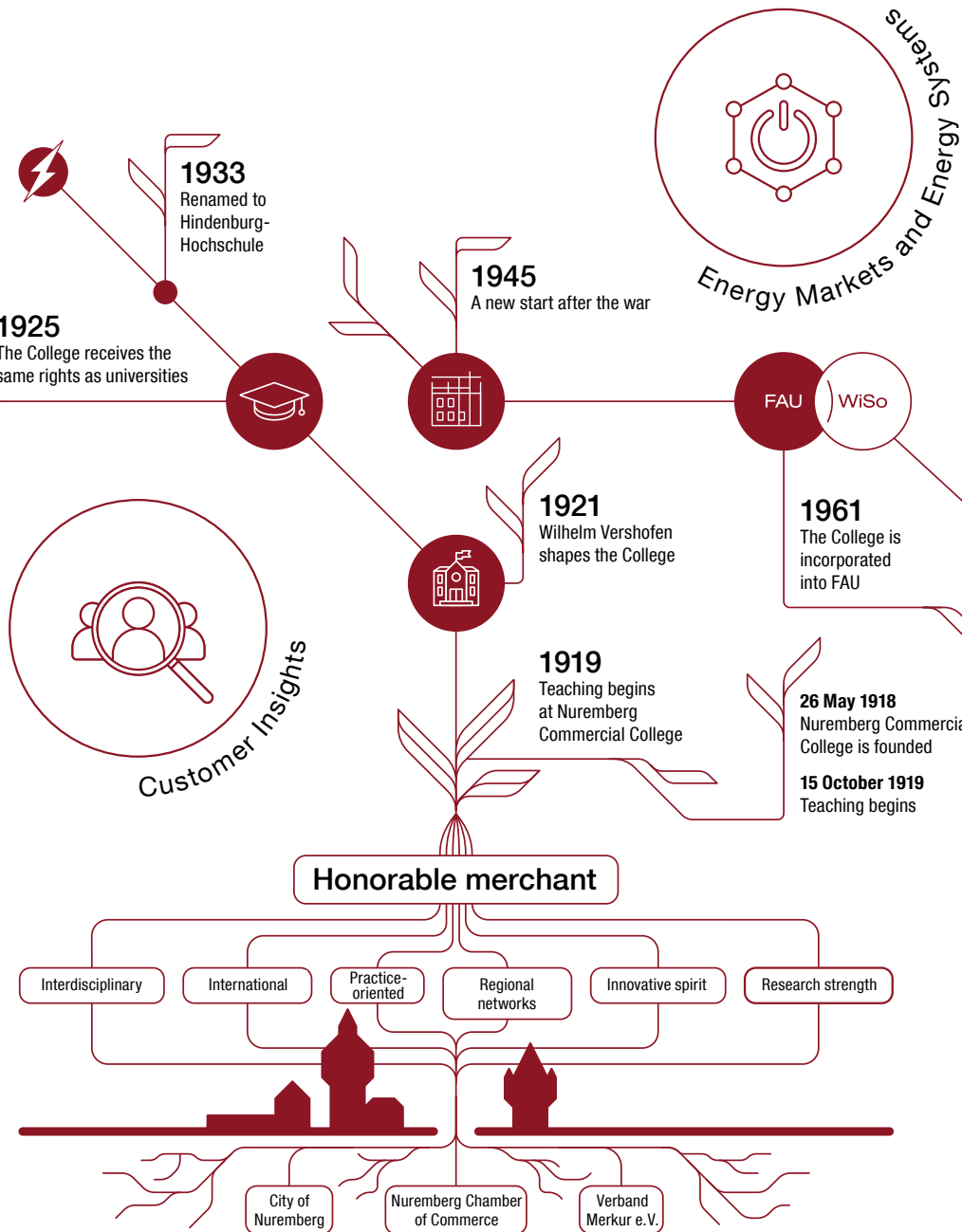
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# HISTORY

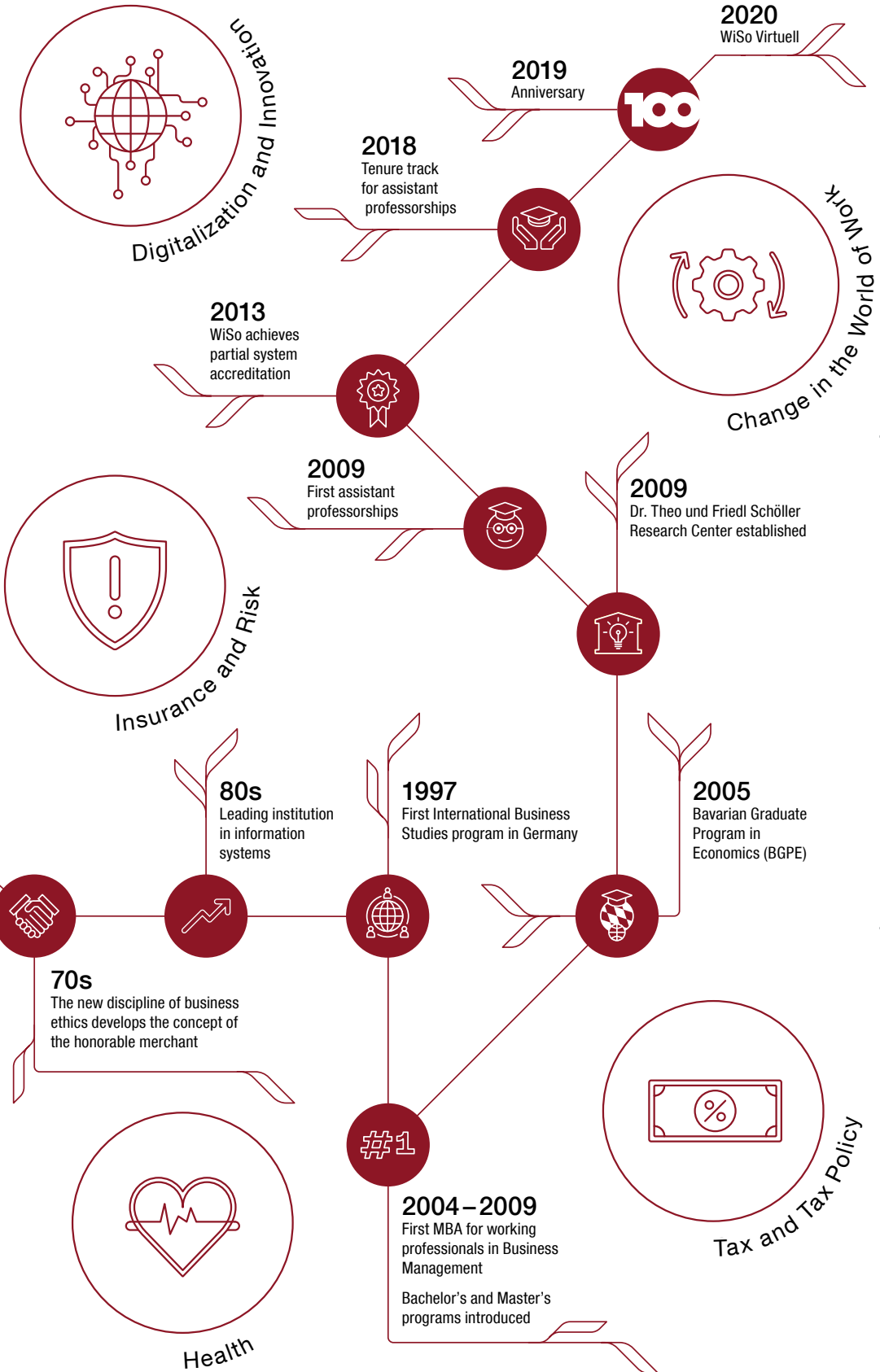
Looking back at WiSo's eventful and inspiring history from its foundation as the Nuremberg Commercial College in 1919 to its 100<sup>th</sup> anniversary.

DISCOVER WiSo

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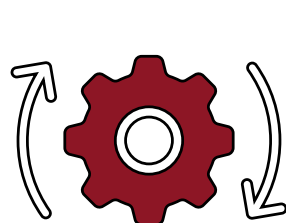
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# RESEARCH FOCUS AREAS

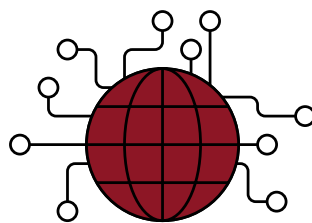
WiSo has a unique research profile in Germany and draws on perspectives in economics and social sciences alongside real-world experience in its innovative and expert approach to answering questions facing the economy, society and environment. Research expertise at WiSo is grouped into seven interdisciplinary research focus areas.



## CHANGE IN THE WORLD OF WORK

Researchers working in this area use approaches from economics, sociology and psychology to study how the labor market and the world of work are affected by global developments – such as increased international distribution of work, increasing migration, and demographic, technological and organizational change – and how politics can react to them. In 2007, the Labour and Socio-Economic Research Center (LASER) was established to promote interdisciplinary research and exchange between stakeholders. A long-term strategic partnership in research and policy consulting with the Institute for Employment Research (IAB) and the Federal Employment Agency focuses on empirical research in labor market policy.

- ▶ **SPEAKER**
- 🗨 Prof. Dr. Claus Schnabel  
Prof. Regina T. Riphahn, Ph.D.
- 🌐 [www.wiso.fau.de/arbeit](http://www.wiso.fau.de/arbeit)



## DIGITALIZATION AND INNOVATION

Digitalization and Innovation advances and investigates the role of digital technology in business and society. WiSo has extensive expertise in this field and a broad portfolio of internationally visible research and diverse innovation activities in the Nuremberg Metropolitan Region. Important research fields include Industrial Internet of Things (IIOT) and smart factories, artificial intelligence in the workplace, service systems engineering, digitalization of services, participative innovation processes, digital business models and processes, digital marketing, IT security and digital governance. Strategic partnerships have been established with the Fraunhofer Institute for Integrated Circuits (IIS) and many well-known German industrial companies.

- ▶ **SPEAKER**
- 🗨 Prof. Dr. Martin Matzner  
Prof. Dr. Kai-Ingo Voigt
- 🌐 [www.wiso.fau.de/digitalisierung](http://www.wiso.fau.de/digitalisierung)



## ENERGY MARKETS AND ENERGY SYSTEMS ANALYSIS

This research focus area looks at the influences of the economic, political and social environment on the development of the energy system. Research in this area includes transformation in the electricity and gas sectors, concepts for sustainable mobility and sector coupling and business models in decentralized smart energy systems. Researchers have been collaborating with engineers at Energie Campus Nürnberg (EnCN) since 2011 and with the Department of Mathematics in a collaborative research center on gas networks and markets since 2016. Strategic partnerships have been forged with the vision of implementing a safe, cost-efficient and sustainable energy supply involving many companies in the energy sector, including the association Energieregion Nuremberg e.V which was established in 2001.

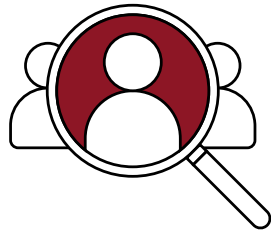
- ▶ **SPEAKER**
- 🗨 Prof. Dr. Veronika Grimm  
Prof. Dr. Gregor Zöttl
- 🌐 [www.wiso.fau.de/energiemaerkte](http://www.wiso.fau.de/energiemaerkte)



## HEALTH

This research focus area addresses health services research in the healthcare system - from the choice of health insurance and determinants of individual health behavior to the incentive effects of reimbursement systems and the efficiency of various medical services, programs and structures. Researchers support healthcare institutions in optimizing their quality of care through economic evaluations and studies alongside public health programs. They work closely with Klinikum Nürnberg, Universitätsklinikum Erlangen, Siemens Healthineers and the newspaper Nürnberger Zeitung in the Nuremberg Metropolitan Region.

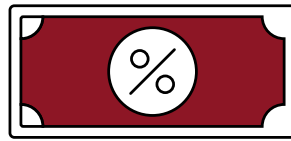
- ▶ **SPEAKER**
- 🗨 Prof. Dr. Oliver Schöffski, MPH  
Prof. Dr. Harald Tauchmann
- 🌐 [www.wiso.fau.de/gesundheit](http://www.wiso.fau.de/gesundheit)



### CUSTOMER INSIGHTS

Customer Insights investigates the influence of organizational conditions, psychological and economic influences on customer behavior. Big Data and qualitative methods from business analytics help researchers to gain a fundamental understanding of customer decisions. They analyze the effects customer decisions have on a company's success and identify potential areas for developing customer relationships. The research focus area is part of an extensive network of strategic partners from industry including Adidas, GfK and Siemens. Through strategic partnerships and events such as the German Marketing Excellence Day, customer insights research is of high relevance to practical applications.

- 
- ▶ **SPEAKER**
  - 🗨️ Prof. Dr. Nicole Koschate-Fischer  
Prof. Dr. Andreas Fürst
  - 🌐 [www.wiso.fau.de/customerinsights](http://www.wiso.fau.de/customerinsights)



### TAX AND TAX POLICY

Tax and Tax Policy analyzes the effects of the tax system on taxpayers' decisions and develops proposals for tax legislation at the national, European and international levels with reference to empirical studies and behavioral economic analysis. Research in this area focuses on adapting the tax system to the requirements of growing economic integration, the issue of tax evasion and the impact of digitalization on tax structures, administration and policy. An inter-university cooperation has been established within the framework of the International Graduate Program Evidence Based Economics and researchers benefit from exchange with the Nuremberg Chamber of Tax Advisors and the larger tax firms in the Nuremberg Metropolitan Region.

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- ▶ **SPEAKER**
  - 🗨️ Prof. Dr. Thiess Büttner  
Prof. Dr. Roland Ismer
  - 🌐 [www.wiso.fau.de/steuern](http://www.wiso.fau.de/steuern)



### INSURANCE AND RISK

Insurance and Risk examines the impact of developments in technology and society such as digitalization, individualization, and demographic trends on the roles, tasks, and policy of private and social insurance. Active networks are maintained between science, business and politics in Forum V, the North Bavarian Institute for Insurance Science and Economics, an affiliated institute of FAU, in which, among others, the four sponsoring insurance companies (ERGO Direkt, HUK-Coburg, NÜRNBERGER Versicherungen, uni-versa) as well as associations (BWV Nordbayern-Thüringen) are intensely involved.

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- ▶ **SPEAKER**
  - 🗨️ Prof. Dr. Nadine Gatzert  
Prof. Dr. Hendrik Scholz
  - 🌐 [www.wiso.fau.de/versicherungen](http://www.wiso.fau.de/versicherungen)



# CHAIRS AND PROFESSORSHIPS



**Prof. Dr. Abraham**  
Chair of  
Sociology and Empirical  
Social Research



**Prof. Dr. Amberg**  
Chair of  
IT Management



**Prof. Dr. Beckmann**  
Chair of  
Corporate Sustainability  
Management



**Prof. Dr. Bellmann**  
Endowed Chair of  
Labor Economics



**Prof. Dr. Bodendorf**  
Chair of  
Information Systems  
(Services, Processes,  
and Intelligence)



**Prof. Dr. Büttner**  
Chair of  
Public Finance



**Prof. Dr. Dovern**  
Chair of  
Statistics and  
Econometrics



**Prof. Dr. Fischer**  
Chair of  
Accounting and  
Management Control



**Prof. Fitzenberger, Ph.D.**  
Chair of  
Quantitative  
Labor Economics



**Prof. Dr. Fürst**  
Chair of  
Marketing



**Prof. Gardini, Ph.D.**  
Chair of  
International Business and  
Society Relations with Focus  
on Latin America



**Prof. Dr. Gatzert**  
Chair of  
Insurance Economics  
and Risk Management



**Prof. Dr. Grimm**  
Chair of  
Economic Theory



**Prof. Dr. Haag**  
Assistant Professorship  
for Information Systems



**Prof. Dr. Harth**  
Chair of  
Technical Information  
Systems



**Prof. Dr. Hartmann**  
Chair of  
Supply Chain  
Management



**Prof. Dr. Hechtner**  
Chair of  
Taxation



**Prof. Dr. Henselmann**  
Chair of  
Accounting and  
Auditing



**Prof. Dr. Hoffmann**  
Chair of  
Private Business Law



**Prof. Dr. Holtbrügge**  
Chair of  
International  
Management



**Prof. Dr. Hungenberg**  
Chair of  
Corporate  
Management



**Prof. Dr. Ismer**  
Chair of  
Tax Law and  
Public Law



**Prof. Dr. Kimmelmann**  
Professorship for  
Business Education



**Prof. Dr. Koschate-Fischer**  
GfK Endowed Chair of  
Marketing Intelligence



**Prof. Dr. Kraus**  
Assistant Professorship  
for Data Analysis



**Prof. Dr. Laumer**  
Schöller Endowed Professorship  
for Information Systems  
(Digitalization in Business  
and Society)



**Prof. Dr. Liebensteiner**  
Assistant Professorship  
for Energy Markets and  
Energy Systems Analysis



**Prof. Dr. Matzner**  
Chair of  
Digital Industrial  
Service Systems



**Prof. Dr. Meier**  
Assistant Professorship  
for Communication Science



**Prof. Dr. Merkl**  
Chair of  
Macroeconomics



**Prof. Dr. Möslein**  
Chair of  
Information Systems (Innovation  
and Value Creation)



**Prof. Dr. Morschheuser**  
Assistant Professorship for  
Information Systems  
(Gamification)



**Prof. Dr. Moser**  
Chair of  
Global Governance



**Prof. Dr. Moser**  
Chair of  
Business and Social  
Psychology



**Prof. Dr. Nagler**  
Assistant Professorship  
for Quantitative Labor  
Economics



**Prof. Dr. Rincke**  
Chair of  
Economic Policy



**Prof. Riphahn, Ph.D.**  
Chair of  
Empirical Economics



**Prof. Dr. Sarabi**  
Assistant Professorship  
for International Human  
Resources Management



**Prof. Dr. Schels**  
Assistant Professorship  
for Labor Market  
Sociology



**Prof. Dr. Schnabel**  
Chair of  
Labor and Regional  
Economics



**Prof. Dr. Schöffski, MPH**  
Chair of  
Health Management



**Prof. Dr. Scholz**  
Chair of  
Finance and Banking



**Prof. Dr. Stephan**  
Endowed Chair of  
Empirical Microeconomics



**Prof. Dr. Steul-Fischer**  
Chair of  
Insurance Marketing



**Prof. Dr. Tauchmann**  
Professorship for  
Health Economics



**Prof. Dr. Tiefenbeck**  
Assistant Professorship  
for Digital Transformation



**Prof. Dr. Voigt**  
Chair of  
Industrial Management



**Prof. Dr. Widuckel**  
Professorship for  
Human Resource Management  
and Task Management in  
Technology-Oriented Companies



**Prof. Dr. Wilbers**  
Chair of  
Business Education and  
Human Resources  
Development



**Prof. Dr. Wolbring**  
Chair of  
Empirical Economic  
Sociology



**Prof. Dr. Wrede**  
Chair of  
Economics and  
Social Policy



**Prof. Dr. Zöttl**  
Professorship for Economics,  
Industrial Organization and  
Energy Markets



**Prof. Dr. Zschech**  
Assistant Professorship  
for Intelligent Information  
Systems

# BACHELOR'S PROGRAMS

Studying a Bachelor's program at WiSo offers a great degree of flexibility, an international perspective, and a wide range of subjects. Students may also choose their own specializations. Bachelor's programs familiarize students with academic knowledge and teach them specialist methods that they are able to apply in practice. Graduates are ideally prepared for careers in global and future-oriented sectors.

- 20** Bachelor's program in Business Studies
- 24** Bachelor's program in Business Studies – Specialization: Business Administration
- 26** Bachelor's program in Business Studies – Specialization: Economics
- 28** Bachelor's program in Business Studies – Specialization: Information Systems
- 30** Bachelor's program in Business Studies – Specialization: Business Education I
- 32** Bachelor's program in Business Studies – Specialization: Business Education II
- 34** Bachelor's program in Socioeconomics
- 38** Bachelor's program in Socioeconomics – Specialization: Behavioral Science
- 40** Bachelor's program in Socioeconomics – Specialization: International
- 42** Bachelor's program in Information Systems
- 46** Bachelor's program in International Business Studies
- 50** Bachelor's program in International Economic Studies



# BACHELOR'S PROGRAM IN BUSINESS STUDIES



6 semesters



German

Starts in  
winter semester

5 specializations

Bachelor  
of Arts

The Bachelor's program in Business Studies prepares students for careers in global and future-oriented sectors. The aim of the program is for students to acquire academic knowledge and learn specialist methods in the field of business studies and explore how these are applied in practice. Bachelor's degree programs at WiSo in Nuremberg have a strong international focus and offer one of the widest ranges of subjects in German-speaking countries.

## SKILLS

- Academic knowledge of business and economics
- Applying business and economics methods in practice
- Key qualifications including language, IT, presentation and team skills

## PROGRAM STRUCTURE


The Bachelor's degree program is divided into two sections: Students must complete compulsory modules worth 80 ECTS in the first semesters. At the start of the third semester, students may choose specializations and elective modules that match their interests. During the final stage of the program, students prepare their Bachelor's thesis. Students studying a Bachelor's program at WiSo may choose to study part of their degree in another country at one of over 140 international partner universities.

## COMPULSORY MODULES

In the first semester, students gain a broad understanding of business environments in the modules *Firms, Markets, Economies* and *Entrepreneurs and Businesses* and also have the opportunity to participate in corporate strategic planning simulations. Later in the program, students learn more about operational contexts in the business administration modules *Principles of Marketing, Financial Accounting and Manufacturing, Logistics, Procurement*. In the modules *Macroeconomics, Microeconomics*, and *Economy and Government*, students gain fundamental knowledge in economics to better understand businesses and their wider economic contexts. Two further modules in the *Foundations of Public and Civil Law* and *Economic Law* give students insights into the legal aspects of business. Data Science is also a compulsory subject and teaches students essential knowledge in statistics, econometrics and data analysis. Students are also introduced to how data science and machine learning can be used as a basis for data-driven business models. All students must take modules from the interdisciplinary Studium Integrale section, including *Language Courses, Mathematics, Accounting* and a *Key Qualifications Module* from the second semester.

## SPECIALIZATIONS

From the third semester, Business Studies students can choose from five specializations: Business Administration, Economics, Information Systems and Business Education I and II. Each specialization is divided into core and elective modules. Core modules teach fundamental knowledge for the specialization. For example, students specializing in Business Administration can study *Managerial Accounting and Controlling* or *International Business Management*, and students specializing in

Economics can take modules in *International Economics* or *Public Sector Economics*. Students have a number of opportunities to pursue their individual interests or skills in the specialization modules. 

#### REQUIREMENTS

- Basic understanding of mathematics
- Proficiency in a foreign language (e.g. English)
- Interest in studying or working abroad

#### CAREER PROSPECTS

- Advisory and consulting services
- Management





#### POTENTIAL EMPLOYERS

- Industry, trade and service companies
- Chambers and associations



» *The Bachelor's program in Business Studies offers students a solid foundation in business and the opportunity to specialize in one of five areas.*«



► SUBJECT ADVISOR  
 Mark Kram, M. Sc.  
 Phone: 0911/5302-858  
 E-mail: [wiso-ba@fau.de](mailto:wiso-ba@fau.de)  
 [www.wiso.fau.eu/business-studies](http://www.wiso.fau.eu/business-studies)



# BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: BUSINESS ADMINISTRATION

The Business Administration specialization covers business operations in the private sector and in public institutions. The aim is for students to gain a sound knowledge of the management and administration of companies. The degree program focuses on the integration of content relevant to business operations such as production, logistics or investment and financing. In the Shanghai Ranking in 2021, FAU was rated among the best 10 universities in Germany for Business Administration.

## COMPULSORY MODULES

Students take core modules in *Managerial Accounting and Controlling*, *International Business Management*, and *Investment Theory and Finance*. Students also study the module *Integrated Management* and can choose to attend a business plan seminar, a case study seminar or a seminar focusing on sustainability management.

## ELECTIVE MODULES

Students have a broad choice of elective modules in their specialization. They must take modules in Business Administration worth at least 25 ECTS. Further elective modules worth 20 ECTS may be chosen from the entire range of modules offered at WiSo. Although students are not required to take related modules, they may choose to study modules from a specific area of study such as marketing or sustainability management worth 20 ECTS each. A list of all modules is provided in the module handbook.



sa

### SKILLS

- Theoretical and practical knowledge of business administration
- Independent problem-solving

### CAREER PROSPECTS

- Planning and analysis
- Management and consulting

### POTENTIAL EMPLOYERS

- Companies and local authorities
- Insurance companies
- Auditing and tax firms
- Business consultants



**SUBJECT ADVISOR**  
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[www.wiso.fau.eu/business-studies](http://www.wiso.fau.eu/business-studies)



| BACHELOR'S PROGRAM IN BUSINESS STUDIES – SPECIALIZATION:<br>BUSINESS ADMINISTRATION |  |  |  |                  |  |                     |
|---|--|--|--|------------------|--|---------------------|
| Study progress  |  |  |  |                  |  |                     |
| Semester 1  | Semester 2                                       | Semester 3   | Semester 4                                       | Semester 5       | Semester 6                                   |                     |
| 1<br>Corporate Strategic Planning Simulation<br>5 ECTS                              | 2<br>DS: Data Management and Analytics<br>5 ECTS | 3<br>Manufacturing, Logistics, Procurement<br>5 ECTS | 3<br>Financial Accounting<br>5 ECTS              |                  |  |                     |
| 1<br>Firms, Markets, Economies<br>5 ECTS  | 2<br>DS: Econometrics<br>5 ECTS                  | 4<br>Economy and Government<br>5 ECTS                | 5<br>Economic Law<br>5 ECTS                      |                  | Bachelor's thesis (incl. seminar)<br>15 ECTS |                     |
| 1<br>Entrepreneurs and Businesses<br>5 ECTS   | 3<br>Principles of Marketing<br>5 ECTS           | 5<br>Foundations of Public and Civil Law<br>5 ECTS   | 7<br>Key Qualification module<br>5 ECTS          | Elective modules | 6<br>Integrated Management<br>5 ECTS         |                     |
| 2<br>DS: Machine Learning and Data Driven Business<br>5 ECTS                        | 4<br>Macroeconomics<br>5 ECTS                    | 7<br>Accounting<br>5 ECTS                            | 6<br>International Business Management<br>5 ECTS |                  | 6<br>Elective modules<br>5 ECTS              |                     |
| 2<br>DS: Data Evaluation<br>5 ECTS  | 4<br>Microeconomics<br>5 ECTS                    | 7<br>Foreign Languages<br>5 ECTS                     | 6<br>Investment Theory and Finance<br>5 ECTS     |                  | Elective modules<br>10 ECTS                  |                     |
| 2<br>DS: Statistics<br>5 ECTS   | 7<br>Mathematics<br>5 ECTS                       | 6<br>Managerial Accounting and Controlling<br>5 ECTS | Elective module<br>5 ECTS                        | 30 ECTS          | 10 ECTS                                      |                     |
| 30 ECTS   | 30 ECTS  | 30 ECTS  | 30 ECTS  | 30 ECTS          | 30 ECTS                                      |                     |
| 180 ECTS – Standard duration of study: 6 semesters                                  |  |  |  |                  |  |                     |
| 1 The Business World  | 2 Data Science (DS)                              | 3 Business Administration                            | 4 Economics                                      | 5 Law            | 6 Core Modules                               | 7 Studium Integrale |

Updated: 31 August 2021. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit [www.wiso.fau.de/pruefungsordnung](http://www.wiso.fau.de/pruefungsordnung)

|                    |
|--------------------|
| Compulsory modules |
| Elective modules   |
| Subject area       |

# BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: ECONOMICS

Students who choose to study Economics focus on mechanisms which influence the prosperity of society as a whole. This covers economic issues at the level of the state, as well as an analysis of the optimal behavior of individuals and companies. After completing the course, students should be able to describe and explain economic issues, to identify general principles and to derive recommendations for action in the area of economic policy. In economics, students are introduced to theoretical and empirical methods and apply their knowledge to practical problems, for example in the areas of economic policy, public finance or game theory.

## COMPULSORY MODULES

Core modules in the Bachelor's program teach students the fundamentals of economics. In the four compulsory modules *International Economics*, *Public Sector and Economics*, *Labor Market Policy* and *Competition Theory and Policy* important microeconomic and macroeconomic topics are introduced.

## ELECTIVE MODULES

Students have a broad choice of elective modules in the specialization area. They must take modules in Economics worth at least 25 ECTS. Further elective modules worth 20 ECTS may be chosen from the entire range of modules offered at WiSo. Although students are not required to take related modules, they may choose to study modules from a specific area of study such as quantitative methods in economics and social sciences or economic policy, worth 20 ECTS each. A list of all modules is provided in the module handbook.

### SKILLS

- Knowledge of economic theory
- Empirical methods
- Developing and implementing approaches to complex research questions

### CAREER PROSPECTS

- Economic policy
- Business consulting

### POTENTIAL EMPLOYERS

- Associations
- Research institutes
- Government and administration
- Banking and insurance



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| BACHELOR'S PROGRAM IN BUSINESS STUDIES –<br>SPECIALIZATION: ECONOMICS |  |  |   |                                    |  |                     |
|---|--|--|---|------------------------------------|--|---------------------|
| Study progress  |  |  |   |                                    |  |                     |
| Semester 1  | Semester 2                                       | Semester 3   | Semester 4                              | Semester 5                         | Semester 6                                   |                     |
| 1<br>Corporate Strategic Planning Simulation<br>5 ECTS                | 2<br>DS: Data Management and Analytics<br>5 ECTS | 3<br>Manufacturing, Logistics, Procurement<br>5 ECTS | 3<br>Financial Accounting<br>5 ECTS     | 6<br>Labor Market Policy<br>5 ECTS | Bachelor's thesis (incl. seminar)<br>15 ECTS |                     |
| 1<br>Firms, Markets, Economies<br>5 ECTS                              | 2<br>DS: Econometrics<br>5 ECTS                  | 4<br>Economy and Government<br>5 ECTS                | 5<br>Economic Law<br>5 ECTS             | Elective modules<br>5 ECTS         |  |                     |
| 1<br>Entrepreneurs and Businesses<br>5 ECTS                           | 3<br>Principles of Marketing<br>5 ECTS           | 5<br>Foundations of Public and Civil Law<br>5 ECTS   | 7<br>Key Qualification module<br>5 ECTS |                                    |  |                     |
| 2<br>DS: Machine Learning and Data Driven Business<br>5 ECTS          | 4<br>Macroeconomics<br>5 ECTS                    | 7<br>Accounting<br>5 ECTS                            | 6<br>Public Sector Economics<br>5 ECTS  |                                    |  |                     |
| 2<br>DS: Data Evaluation<br>5 ECTS                                    | 4<br>Microeconomics<br>5 ECTS                    | 7<br>Foreign Languages<br>5 ECTS                     | Elective modules<br>10 ECTS             |                                    |  |                     |
| 2<br>DS: Statistics<br>5 ECTS   | 7<br>Mathematics<br>5 ECTS                       | 6<br>International Economics<br>5 ECTS               | Elective modules<br>10 ECTS             |                                    |  |                     |
| 30 ECTS   | 30 ECTS  | 30 ECTS  | 30 ECTS                                 | 30 ECTS                            | 30 ECTS                                      |                     |
| 180 ECTS – Standard duration of study: 6 semesters                    |  |  |   |                                    |  |                     |
| 1 The Business World  | 2 Data Science (DS)                              | 3 Business Administration                            | 4 Economics                             | 5 Law                              | 6 Core Modules                               | 7 Studium Integrale |

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Compulsory modules  
 Elective modules  
 Subject area

# BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: INFORMATION SYSTEMS

Information Systems is an interdisciplinary specialization which combines key findings from the fields of business administration and IT and links these to areas of application in a business setting. The information systems sector has developed its own approaches and methods for solving the challenges it faces. Information systems specialists are at home in both technical and business settings. The Information Systems specialization focuses predominantly on the integration of issues relevant to business operations from the fields of business administration and information systems, including designing, developing and using IT systems in businesses for manufacturing goods and providing services.

## CORE MODULES

Core modules in Information Systems cover *Innovation Strategy*, *E-Business Management*, *IT Management* and *Integrated Management*.

## ELECTIVE MODULES

Students have a broad choice of elective modules in the specialization area. They must take modules in Information Systems worth at least 25 ECTS. Further elective modules worth 20 ECTS may be chosen from the entire range of modules offered at WiSo – detailed information is provided on the list of elective examinations published by the Examinations Office. Each Information Systems module is worth 5 ECTS. A list of all modules is provided in the module handbook.

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### SKILLS

- Theoretical and practical knowledge of business administration and information systems
- Information management

### CAREER PROSPECTS

- Interface between business and IT
- Innovation management
- Business IT alignment
- IT project management
- Business process management

### POTENTIAL EMPLOYERS

- Universities and research institutions
- Consulting firms
- Firms specializing in IT and other sectors



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**Compulsory modules**

**Elective modules**

**Subject area**

# BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: BUSINESS EDUCATION I

The specialization in Business Education I focuses on the teaching methodology and organizational aspects of company training and professional further education. Students learn important concepts in business and economics in the core modules of the program. The program also prepares students with the knowledge required for graduate study in a Master's program with the aim of achieving the right to teach at vocational schools.

## CORE MODULES

Students acquire knowledge in personnel development as well as teaching and seminar planning in the module *Foundations of Economic and Business Education*. In the module *Professional Training and Development*, students are introduced to managing professional development. Within the *Business Education Seminar*, students can choose to specialize in e-learning, education evaluation or teaching business education. Finally, students take modules in *Presentation and Moderation Techniques* and *Practical Studies*.

## ELECTIVE MODULES

Students study elective modules in the field of business education and can choose further modules specializing in education and human resources. They must also take two elective modules in the areas of Managerial Accounting and Controlling, Investment Theory and Finance, as well as two free elective modules. Free elective modules allow students to develop an individual profile through advanced study in the context of human resources or other professional fields.

### SKILLS

- Theoretical and practical knowledge of business studies
- Theoretical and practical knowledge of business education

### CAREER PROSPECTS

- Human resources management
- Professional training and development
- Human resources development
- Teaching (requires subsequent Master's degree)

### POTENTIAL EMPLOYERS

- Businesses
- Vocational schools (teaching requires subsequent Master's degree)



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| BACHELOR'S PROGRAM IN BUSINESS STUDIES –<br>SPECIALIZATION: BUSINESS EDUCATION I |   |  |  |  |  |                     |
|--|---|--|--|--|--|---------------------|
| Study progress   |   |  |  |  |  |                     |
| Semester 1   | Semester 2  | Semester 3   | Semester 4   | Semester 5   | Semester 6   |                     |
| 1<br>Corporate Strategic Planning Simulation<br>5 ECTS                           | 2<br>DS: Data Management and Analytics<br>5 ECTS              | 3<br>Manufacturing, Logistics, Procurement<br>5 ECTS | 2<br>DS: Econometrics<br>5 ECTS                      | 6<br>Presentation and Moderation Techniques<br>5 ECTS              |  |                     |
| 1<br>Firms, Markets, Economies<br>5 ECTS   | 3<br>Principles of Marketing<br>5 ECTS                        | 4<br>Economy and Government<br>5 ECTS                | 3<br>Financial Accounting<br>5 ECTS                  | 6<br>Practical Studies<br>5 ECTS                                   | Bachelor's thesis (incl. seminar)                          |                     |
| 1<br>Entrepreneurs and Businesses<br>5 ECTS                                      | 4<br>Macroeconomics<br>5 ECTS                                 | 5<br>Foundations of Public and Civil Law<br>5 ECTS   | 5<br>Economic Law<br>5 ECTS                          | Elective modules in Business Education                             | 15 ECTS  |                     |
| 2<br>DS: Machine Learning and Data Driven Business<br>5 ECTS                     | 4<br>Microeconomics<br>5 ECTS                                 | 7<br>Accounting<br>5 ECTS                            | 7<br>Key Qualification module<br>5 ECTS              | 6<br>Business Education Seminar<br>5 ECTS                          | 6<br>Business Education Seminar<br>5 ECTS                  |                     |
| 2<br>DS: Data Evaluation<br>5 ECTS   | 7<br>Mathematics<br>5 ECTS                                    | 7<br>Foreign Languages<br>5 ECTS                     | 6<br>Professional Training and Development<br>5 ECTS | Elective module<br>5 ECTS  | Elective module<br>5 ECTS                                  |                     |
| 2<br>DS: Statistics<br>5 ECTS  | 6<br>Foundations of Economic and Business Education<br>5 ECTS | Elective module in Business Education<br>5 ECTS      | Elective module in Business Education<br>5 ECTS      | Elective module in Managerial Accounting and Controlling<br>5 ECTS | Elective module in Investment Theory and Finance<br>5 ECTS |                     |
| 30 ECTS  | 30 ECTS   | 30 ECTS  | 30 ECTS  | 30 ECTS  | 30 ECTS  |                     |
| 180 ECTS – Standard duration of study: 6 semesters                               |   |  |  |  |  |                     |
| 1 The Business World   | 2 Data Science (DS)   | 3 Business Administration                            | 4 Economics  | 5 Law  | 6 Core Modules   | 7 Studium Integrale |

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|                    |
|--------------------|
| Compulsory modules |
| Elective modules   |
| Subject area       |



# BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: BUSINESS EDUCATION II

Business Education II has a similar structure to Business Education I. The main difference is that Business Education II includes a *Second Subject* which students can continue to study in the Master's program in Business Education. After students have completed studying their second school subject at both Bachelor's and Master's level, they qualify for teaching in both business studies and their second subject at vocational schools.

## CORE AND ELECTIVE MODULES

The program has the same scope as Business Education I (180 ECTS) as the second subject in Business Education II replaces the key qualifications offered in Business Education I. Instead of taking elective modules in the specialization area, students take the compulsory module *Specialization in Second Subject*.

## SECOND SUBJECTS

Modules for second subjects are offered by WiSo, the Faculty of Humanities, Social Sciences, and Theology and the Faculty of Sciences. This means that courses may be held in Nuremberg at Lange Gasse, Findelgasse or Regensburger Straße but also in Erlangen. The following second subjects are currently offered:

- English and international studies
- French and international studies
- Spanish and international studies
- German or German as a professional language
- Protestant religious studies
- Sport
- Mathematics
- Information systems
- Social studies
- Ethics

### SKILLS

- Theoretical and practical knowledge of business studies
- Theoretical and practical knowledge of business education
- Knowledge of a second school subject

### CAREER PROSPECTS

- Human resources management
- Professional training and development
- Human resources development
- Teaching (requires subsequent Master's degree)

### POTENTIAL EMPLOYERS

- Businesses
- Vocational schools (teaching requires subsequent Master's degree)



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ys

| BACHELOR'S PROGRAM IN BUSINESS STUDIES – SPECIALIZATION: BUSINESS EDUCATION II |   |  |  |  |  |
|--|---|--|--|--|--|
| Study progress   |   |  |  |  |  |
| Semester 1   | Semester 2  | Semester 3   | Semester 4   | Semester 5   | Semester 6                                   |
| 1<br>Corporate Strategic Planning Simulation<br>5 ECTS                         | 2<br>DS: Data Management and Analytics<br>5 ECTS              | 3<br>Manufacturing, Logistics, Procurement<br>5 ECTS | 3<br>Financial Accounting<br>5 ECTS                  | 7<br>Second Subject*   | Bachelor's thesis (incl. seminar)<br>15 ECTS |
| 1<br>Firms, Markets, Economies<br>5 ECTS                                       | 3<br>Principles of Marketing<br>5 ECTS                        | 4<br>Economy and Government<br>5 ECTS                | 7<br>Second Subject*                                 | 10 ECTS  |  |
| 1<br>Entrepreneurs and Businesses<br>5 ECTS                                    | 4<br>Macroeconomics<br>5 ECTS                                 | 5<br>Foundations of Public and Civil Law<br>5 ECTS   | 5<br>Economic Law<br>5 ECTS                          | 6<br>Presentation and Moderation Techniques<br>5 ECTS              |  |
| 2<br>DS: Machine Learning and Data Driven Business<br>5 ECTS                   | 4<br>Microeconomics<br>5 ECTS                                 | 7<br>Accounting<br>5 ECTS                            | 6<br>Professional Training and Development<br>5 ECTS | 6<br>Practical Studies<br>5 ECTS                                   |  |
| 2<br>DS: Data Evaluation<br>5 ECTS   | 7<br>Mathematics<br>5 ECTS                                    | Elective modules in Business Education<br>10 ECTS    | 6<br>Business Education Seminar<br>5 ECTS            | Specialization in Second Subject<br>5 ECTS                         |  |
| 2<br>DS: Statistics<br>5 ECTS  | 6<br>Foundations of Economic and Business Education<br>5 ECTS |  | Elective module in Business Education<br>5 ECTS      | Elective module in Managerial Accounting and Controlling<br>5 ECTS |  |
| 30 ECTS  | 30 ECTS   | 30 ECTS  | 30 ECTS  | 30 ECTS  | 30 ECTS                                      |

180 ECTS – Standard duration of study: 6 semesters

- 1 The Business World
- 2 Data Science (DS)
- 3 Business Administration
- 4 Economics
- 5 Law
- 6 Core Modules
- 7 Studium Integrale

\* Modules depend on the second subject and are set by the department responsible for the second subject.

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Compulsory modules  
 Elective modules  
 Subject area

# BACHELOR'S PROGRAM IN SOCIOECONOMICS



# BACHELOR'S PROGRAM



6 semesters



German

Starts in  
winter semester

2 specializations

Bachelor  
of Arts

The Bachelor's program in Socioeconomics is aimed at students who are interested in issues of relevance to economics and society as a whole. It allows students to combine courses in economics and the social sciences in a flexible way. The program teaches students methods of data collection and statistical analysis of the data collected through its empirical focus. After the orientation phase, students may choose between the specializations *Behavioral Science* and *International*.

## SKILLS

- Economic reasoning
- Sociological analysis
- Analyzing and interpreting data scientifically
- Analyzing international relations and politics
- Team work and presentation skills

## PROGRAM STRUCTURE

During the orientation phase in the first year of the program, students are taught the foundations of economics in business administration and economics, sociology, empirical social research and data science. In the fourth semester students may choose between the specializations *Behavioral Science* or *International*. Students may also develop an individual profile by choosing elective modules from both specializations. The compulsory modules amount to 95 ECTS and the remaining 85 ECTS must be obtained in elective modules within the specialization area and by completing the Bachelor's thesis. Students studying a Bachelor's program at WiSo may choose to

study part of their degree in another country at one of over 140 international partner universities.

## COMPULSORY MODULES


In the first four semesters, students acquire fundamental knowledge in socioeconomics, business, economics and empirical methods. During the first two semesters, students are introduced to the foundations of socioeconomics in the modules *Sociology I and II*, *International Politics I and II*, *Introduction to Mass Communication Research*, *Social Psychology*, *Firms, Markets, Economies* and *Companies and Entrepreneurs*. They learn different perspectives on the interaction between the economy and society. The program continues with the business and economic modules *Principles of Marketing*, *Microeconomics* and *Foundations of Public and Civil Law*.

Students receive comprehensive training in statistical methods of empirical social research and data science, for example in the modules *Empirical Social Research I and II* or *Data Science*. Statistical methods are covered intensively in the Data Science modules *Data Evaluation* and *Statistics*.

## SPECIALIZATIONS

Behavioral Sciences is primarily concerned with empirical social research. It includes the modules *Empirical Methods and Statistics*, *Foundations of Social Policy*, *Personnel and Organization I* and *Introduction to the Media System*.

The International specialization prepares students for careers in an international field. It includes the modules *Global Governance*, *International Business Relations*, *Globalization and Internationalization*, *European and International Law*, *International Communication*

and two foreign languages. As well as their specialist subjects, students cover topics of relevance to business or economics in more detail.  ig

*»Socioeconomics is a fascinating program with excellent teaching focused on the interface between business and society combined with in-depth methods training and an applied approach.«*



#### TARGET GROUP

- Interest in current developments in society and politics
- Interest in economic and social research and problems
- Interest in international relations and policy






#### CAREER PROSPECTS

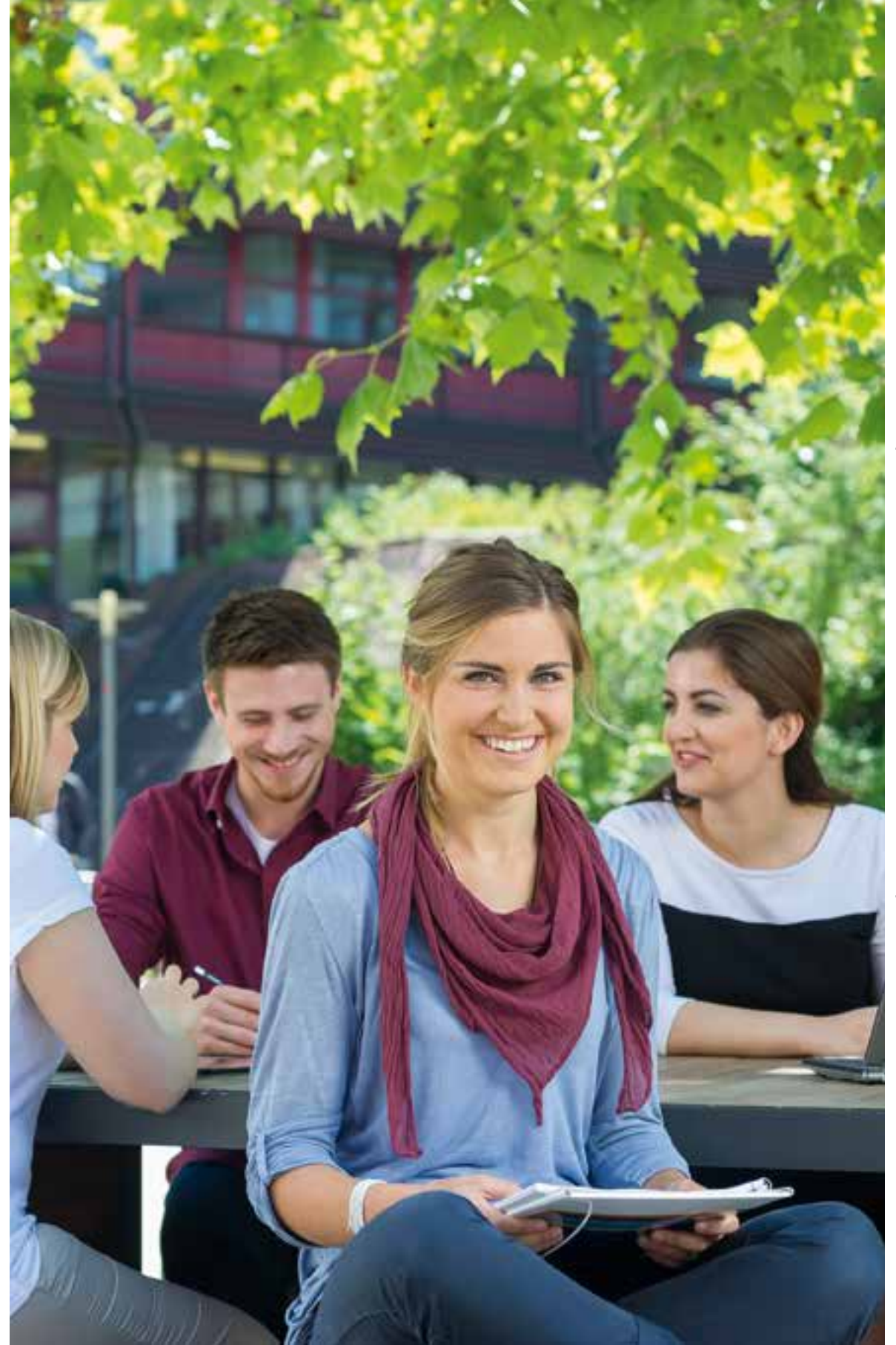
- Economic and social research
- Market research and marketing
- Human resources and organizational development
- Public relations
- Consulting
- Research and teaching

#### POTENTIAL EMPLOYERS

- Market research companies
- Universities and research institutes
- Public sector
- International organizations
- Associations and NGOs
- Consulting firms
- Businesses



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# BACHELOR'S PROGRAM IN SOCIOECONOMICS SPECIALIZATION: BEHAVIORAL SCIENCE

*Behavioral Science* is ideal for students who want to better understand the interaction between business and society. They explore issues of relevance to society, acquire theoretical knowledge from a social sciences, economic and psychological perspective and learn how to verify the accuracy of theories using data. The ability to collect, evaluate and interpret these data are key skills which students learn during the *Behavioral Science* specialization.

## CORE MODULES

The core modules in the specialization are worth 20 ECTS. Students deepen their knowledge in advanced scientific methods in the module *Empirical Methods and Statistics*. They learn methods used to test hypotheses and how to use statistics software. In the module *Foundations of Social Policy*, students consider the framework and institutions of social insurance. Furthermore, they gain insights into the field of human resources from a behavioral sciences perspective in the module *Personnel and Organization*. *Introduction to the Media System* analyzes the structures of the German media system.

## ELECTIVE MODULES

In the advanced area of the specialization, students can choose flexibly from modules worth a total of 60 ECTS. 20 ECTS must be completed in the study area of Socioeconomics. This includes a number of modules, for example *Inequality Research*, *Advanced Empirical Methods* or *Global Governance*. Further elective modules worth 25 ECTS may be chosen from the entire range of modules offered at WiSo.



### SKILLS

- In-depth knowledge of socioeconomic analysis
- Independent research
- Methodological skills in data collection and evaluation
- Presentation of statistics and research results

### CAREER PROSPECTS

- Economic and social research
- Human resources and organizational development
- Market research and marketing
- Consulting
- Research and teaching

### POTENTIAL EMPLOYERS

- Market research companies
- Public sector
- Associations and NGOs
- Universities and research institutes
- Consulting
- HR departments



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- Compulsory modules
- Elective modules
- Subject area

# BACHELOR'S PROGRAM IN SOCIOECONOMICS SPECIALIZATION: INTERNATIONAL

This specialization is aimed at anyone who would like to work for an international organization in the future. It focuses in particular on challenges facing international politics and intercultural economic relations. The main focus of this specialization is to give students the skills they need to solve problems in an intercultural team.

## CORE MODULES

The core modules in the specialization are worth 40 ECTS. In the module *Global Governance* students are introduced to institutions and stakeholders in international socioeconomics. Students consider specific countries and learn how bilateral and multilateral agreements affect trade relationships in the module *International Business Relations*. Both modules are taught in English. The module *International Communication* familiarizes students with structures, processes and problems in international communication. Alternating seminars on politics, media and society are offered in the module *Globalization and Internationalization*. For an introduction to international law, students take the module *Introduction to European Commercial Law* and can choose between *International Business Law* or *International Trade Law*. Students continue to learn the foreign language from their second semester and take an additional foreign language.

## ELECTIVE MODULES

Students can develop an individual profile from a flexible choice of elective modules worth 25 ECTS. Modules may be combined freely from the program or students can specialize in other areas of study such as Latin America or Sustainability Management.

### SKILLS

- Understanding the challenges facing global companies
- Analyzing international relations and politics
- Presenting and working in international teams
- Advanced foreign language skills

### CAREER PROSPECTS

- International project management
- Human resources and organization development in an international context
- Marketing and market research
- Public relations
- Consulting
- Research and teaching

### POTENTIAL EMPLOYERS

- International organizations
- Global companies
- Associations and NGOs in an international context
- Market research companies
- Consulting firms



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Compulsory modules  
 Elective modules  
 Subject area

# BACHELOR'S PROGRAM IN INFORMATION SYSTEMS



6 semesters



German

Starts in  
winter semester

2 faculties

Bachelor of  
Science

Information Systems deals with the design, development, implementation, deployment and use of IT systems in companies and the networked economy. It is an interdisciplinary degree program combining business administration with computer science. In addition to business-related subjects, it also involves technical and research topics. Students learn important methods and tools, such as modeling processes and information in companies, gaining strategic knowledge from large amounts of data and designing and managing innovations using information technology.

## SKILLS

- In-depth business and technical knowledge
- Conceptual and analytical thinking
- Independent and goal-oriented approach
- Project management
- Presentation skills

## PROGRAM STRUCTURE

Students take compulsory modules worth 75 ECTS covering theoretical and practical knowledge in the core areas of business administration, information technology and information systems. Students may choose compulsory elective modules worth 60 ECTS to develop an individual profile, particularly in the following three sections of information systems: Data and Knowledge, Digital Business and Processes and Architectures and Developments. Modules in the area of business and

information systems are taught at WiSo in Nuremberg and computer science modules are based at the Faculty of Engineering in Erlangen.

## COMPULSORY AND ELECTIVE MODULES

In the first two semesters, students gain fundamental knowledge in information systems, business and computer science, forming a theoretical basis for practical studies in the following semesters. Students gain comprehensive knowledge in the three areas of business (for example *Production, Logistics, Procurement*), information systems (for example *Business and Information System Engineering, Data Science: Machine Learning and Data Driven Business*) and computer science (for example *Conceptual Modeling, Software Development in Large Projects*). The combination of disciplines prepares students with in-depth knowledge for a leadership position in business or research.

## METHODOLOGICAL SKILLS, SEMINARS AND REFLECTION

Seminars throughout the program allow students to develop their interpersonal skills. Students can choose elective modules in methodological skills, particularly in the area of data science, allowing them to develop an individual specialization and study profile. At the end of the program, students apply the knowledge they have gained to writing their Bachelor's thesis.



**TARGET GROUP**

- Strong interest in computer science, data science and business contexts

**CAREER PROSPECTS**

- Strategic planning of products, services and processes
- Planning and implementation of business IT applications
- Technology and innovation management
- IT-supported value chain management
- IT management, consulting and project management

**POTENTIAL EMPLOYERS**

- Research institutes
- IT businesses
- Administrative departments in companies and organizations
- Start-ups and FinTechs



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**BACHELOR'S PROGRAM IN INFORMATION SYSTEMS**

Study progress

| Semester 1  | Semester 2   | Semester 3   | Semester 4   | Semester 5   | Semester 6   |
|---|--|--|--|--|--|
| 1<br>Entrepreneurs and Businesses (GOP)<br>5 ECTS                               | 1<br>Principles of Marketing<br>5 ECTS   | 1<br>Manufacturing, Logistics, Procurement<br>5 ECTS | 2<br>Compulsory elective module in Computer Science*<br>5 ECTS | 1<br>Compulsory elective module in Business**<br>5 ECTS        | 2<br>Compulsory elective modules in Computer Science*<br>10 ECTS |
| 2<br>Algorithms and Data Structures (for Medical Engineering) (GOP)*<br>10 ECTS | 3<br>Data and Knowledge**<br>5 ECTS  | 2<br>Logic in Computer Science*<br>5 ECTS            | 2<br>Theory of Informatics for Business Informatics*<br>5 ECTS | 2<br>Software Development in Large Projects<br>5 ECTS          | 3<br>Architectures and Development**<br>5 ECTS                   |
| 3<br>WIN Project Week<br>5 ECTS   | 3<br>Digital Business and Processes**<br>5 ECTS                                | 2<br>Conceptual Modeling*<br>5 ECTS                  | 3<br>Digital Business and Processes**<br>5 ECTS                | 2<br>Compulsory elective module in Computer Science*<br>5 ECTS | 3<br>Architectures and Development**<br>5 ECTS                   |
| 3<br>WIN Project Week<br>5 ECTS   | 3<br>DS: Data Management and Analytics for Information Systems (GOP)<br>5 ECTS | 3<br>Managing Projects Successfully<br>5 ECTS        | 3<br>Architectures and Development**<br>5 ECTS                 | 3<br>Data and Knowledge**<br>5 ECTS                            | 3<br>Architectures and Development**<br>5 ECTS                   |
| 3<br>Business and Information System Engineering (GOP)<br>5 ECTS                | 3<br>Business Process Management (GOP)<br>5 ECTS                               | 4<br>DS: Data Evaluation<br>5 ECTS                   | 5<br>Project Seminar Information Systems<br>10 ECTS            | 3<br>Digital Business and Processes**<br>5 ECTS                | Bachelor's thesis (incl. seminar)<br>15 ECTS                     |
| 3<br>DS: Machine Learning and Data Driven Business<br>5 ECTS                    | 4<br>Compulsory elective module in Methodological Skills**<br>5 ECTS           | 4<br>DS: Statistics<br>5 ECTS                        | 5<br>Applied Research Methods<br>5 ECTS                        | 5<br>Applied Research Methods<br>5 ECTS                        |  |
| <b>30 ECTS</b>  | <b>30 ECTS</b>   | <b>30 ECTS</b>                                       | <b>30 ECTS</b>   | <b>30 ECTS</b>   | <b>30 ECTS</b>   |
| <b>180 ECTS – Standard duration of study: 6 semesters</b>                       |  |  |  |  |  |
| 1 Business  | 2 Computer Science   | 3 Information Systems                                | 4 Methodological Skills  | 5 Seminars and Reflection                                      |  |

\* Refer to the guide for the Bachelor's program in Computer Science at the Faculty of Engineering for a list of these modules.

\*\* Refer to the current WiSo module handbook for a list of elective modules that can be taken in the compulsory elective area of the program.

GOP: Orientation Phase

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Compulsory modules

Compulsory elective modules

Subject area

# BACHELOR'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES



6 semesters



English



Starts in winter semester



Compulsory semester abroad



Bachelor of Science

The Bachelor's degree in International Business Studies (IBS) is a perfect start into a professional career in international business. The program provides students with the essential knowledge for analyzing and understanding international business. The distinctive international perspective of the program reflects the growing importance of multinational operations and emphasizes the comparative study of business strategies and policies. The program consists of compulsory and elective modules in a variety of fields, such as international business, international economics and international politics, all of which are conducted in English. Admissions are limited to approximately 105 students per academic year.

## PROGRAM STRUCTURE

During the first two semesters, students take compulsory modules in the orientation phase of the program. From the third semester, students begin to pursue their interests and develop an individual profile by taking elective modules. All students are required to study abroad during the program and they may acquire up to 60 ECTS at a foreign university. FAU has over 140 partnership agreements with universities in more than 40 countries on all five continents. In the final semester, students demonstrate their knowledge by writing their Bachelor's thesis.

## COMPULSORY MODULES

Compulsory modules are organized into the areas of International Business, International Economics and International Politics, Law, and Society. International Business includes modules such as *International Management*, which deals with business administration in an international context. International Economics modules such as *Microeconomics* or *Macroeconomics* introduce economic methods and key concepts in international economics, addressing causes and effects of international trade and currency issues. International Politics, Law and Society extends students' perspectives beyond business by considering institutions relevant to international issues. Students expand their subject knowledge with methodological skills in statistics and data analysis in the Tools section. In the Reflection section, students become familiar with the current international business environment and can practice intercultural skills. They learn how to write papers and presentations independently and work effectively in groups.

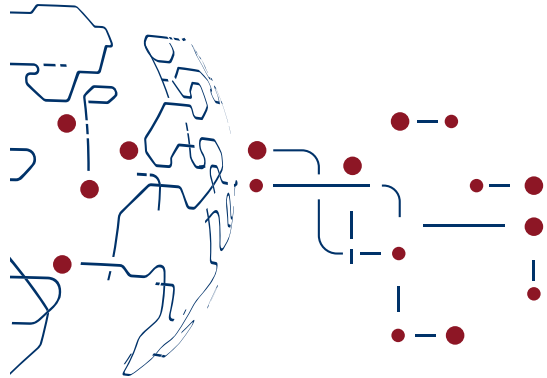
## SKILLS

- Understanding business administration in an international context
- Knowledge of economics, statistics and quantitative analysis
- Analyzing specific problems related to international business and multinational operations
- Using practical business methods and instruments for solving international management tasks
- Intercultural competence
- Fluency in business English
- Advanced knowledge of at least one other foreign language



**ELECTIVE MODULES**

Students must take 60 ECTS in elective modules, at least 20 ECTS of which have to be earned at a university abroad. A further 25 ECTS are chosen from modules in international business, international economics and international politics. Students may also choose interdisciplinary modules from other departments at FAU, for example Innovation technology or IT management. The Bachelor's thesis is based on independent work on a given problem in a chosen subject area. ch/nr



**TARGET GROUP**

- Interest in business with an international perspective
- Interest in a career in business, government, or international agencies
- Good knowledge of English

**CAREER PROSPECTS**

- Students are especially suited to tasks with an international focus in a variety of industries
- Assisting management with internationalization
- Developing market-entry strategies

**POTENTIAL EMPLOYERS**

- International organizations and medium-sized businesses
- Public sector
- Supranational and non-profit organizations



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**BACHELOR'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES (IBS)**

Study progress

| Semester 1  | Semester 2                               | Semester 3  | Semester 4  | Semester 5                        | Semester 6                                   |
|---|--|---|---|-----------------------------------|--|
| 1 Enterprise Content and Collaboration Management<br>5 ECTS | 1 International Management<br>5 ECTS     | 1 Introduction to Sustainability Management<br>5 ECTS | 1 Industry X.0 and Supply Chain Management<br>5 ECTS                    | 6 Foreign Languages 1.2<br>5 ECTS | Bachelor's thesis (incl. seminar)<br>15 ECTS |
| 1 Innovation and Entrepreneurship<br>5 ECTS                 | 1 Financial Reporting<br>5 ECTS          | 1 Case Studies in International Management<br>5 ECTS  | 3 Social Policy in an Interdependent World<br>5 ECTS                    | 7 Electives abroad<br>20 ECTS     |  |
| 2 Micro-economics<br>5 ECTS                                 | 2 Macro-economics<br>5 ECTS              | 1 Electronic Human Resources Management<br>5 ECTS     | 3 Global Governance<br>5 ECTS   | Elective modules<br>15 ECTS       |  |
| 4 Statistics<br>5 ECTS                                      | 3 International Politics<br>5 ECTS       | 2 International Economics<br>5 ECTS                   | 4 Data Collection Methods in the Social & Behavioral Sciences<br>5 ECTS |                                   |  |
| 5 Intercultural Competence<br>5 ECTS                        | 4 Introduction to Econometrics<br>5 ECTS | 2 European Economic Integration<br>5 ECTS             | 5 Professional Orientation (Guest Lectures)<br>5 ECTS                   | Elective module<br>5 ECTS         |  |
| 6 Foreign Languages 1.1<br>5 ECTS                           | 6 Foreign Languages 2<br>5 ECTS          | 3 European and International Law<br>5 ECTS            | Elective module<br>5 ECTS   |                                   |  |
| 30 ECTS   | 30 ECTS                                  | 30 ECTS   | 30 ECTS   | 30 ECTS                           | 30 ECTS                                      |
| 180 ECTS – Standard duration of study: 6 semesters          |  |   |   |                                   |  |
| 1 International Business                                    | 2 International Economics                | 3 Int. Politics, Law and Society                      | 4 Tools   | 5 Reflection                      | 6 Languages                                  |
| 7 Experience  |  |   |   |                                   |  |

Compulsory modules

Elective modules

Subject area

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# BACHELOR'S PROGRAM IN INTERNATIONAL ECONOMIC STUDIES



6 semesters



English



Starts in winter semester



Compulsory semester abroad



Bachelor of Science

The Bachelor's degree in International Economic Studies (IES) is a perfect start into a professional career as an economist, in business, government or academia. The program provides students with the essential knowledge for understanding and analyzing the economy and economic policy. The distinct international perspective of the program reflects the growing importance of international economic integration and emphasizes the comparative study of economic policies. The program consists of compulsory and elective modules in a variety of fields, such as international economics, international business and international politics, all of which are conducted in English. Admissions are limited to approximately 45 students per academic year.

## SKILLS

- Understanding of the basic principles of economics
- Ability to conduct quantitative analyses with suitable statistical and econometric methods
- Analyzing specific problems related to economics and economic policy in an international environment
- Intercultural competence through an integrated semester abroad
- Fluency in business English
- Advanced knowledge of at least one other foreign language

## PROGRAM STRUCTURE

During the first two semesters, the assessment phase, the students predominantly take courses from the compulsory area. In the following four semesters of the Bachelor's degree the teaching content of the first two semesters is expanded and consolidated. From the fourth semester onwards, students increasingly choose elective modules comprising a variety of topics in economics. Students can acquire up to 60 ECTS as part of the compulsory study abroad. There are over 140 partnership agreements with universities in more than 40 countries on all five continents. The final Bachelor's thesis verifies the acquired technical and academic skills of the students.

## COMPULSORY MODULES

The compulsory program includes the three core areas, namely International Economics, International Business and International Politics, Law and Society.

Courses in International Economics, such as *Microeconomics*, *Macroeconomics* and *European Economic Integration* introduce basic economic concepts and methods, as well as key concepts in international economics, addressing causes and effects of international trade and currency issues. The knowledge acquired in the introductory courses is expanded by lectures such as *International Economics*, *Development Economics* and *Empirical Economics*. International Business courses such as *International Management*, provide the basics of business administration in an international context. International Politics, Law and Society extends the economic focus including a view on institutions relevant for international issues.

The subject-specific perspective is supplemented by the combination of core area

Tools devoted to statistics and data analysis. The core area Reflection broadens the perspective to different aspects in the current international economic environment. From an academic perspective, students learn how to contribute to debates through own papers and presentations, but also by responding to the work of peers.

**ELECTIVE MODULES**

Students must take 60 ECTS in elective modules, at least 20 ECTS of which have to be earned at a university abroad. A further 25 ECTS are chosen from modules in international economics, international business and international politics. The Bachelor's thesis is based on independent work on a given problem in a chosen subject area.



**TARGET GROUP**

- Interest in economics with an international perspective
- Good knowledge of English

**CAREER PROSPECTS**

- Graduate studies in economics, business or public administration
- Professional position in a variety of institutions concerned with economic decisions and policy

**POTENTIAL EMPLOYERS**

- Research institutions
- Private corporations such as banks and consulting firms
- Public sector
- Supranational institutions
- Non-profit organizations



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**BACHELOR'S PROGRAM IN INTERNATIONAL ECONOMIC STUDIES (IES)**

Study progress

| Semester 1                                     | Semester 2                                  | Semester 3   | Semester 4   | Semester 5                         | Semester 6                                   |
|--|---|--|--|------------------------------------|--|
| 1<br>Micro-economics<br>5 ECTS                 | 1<br>Macro-economics<br>5 ECTS              | 1<br>International Economics<br>5 ECTS                           | 1<br>Development Economics<br>5 ECTS   | 6<br>Foreign Languages 2<br>5 ECTS | Bachelor's thesis (incl. seminar)<br>15 ECTS |
| 1<br>European Economic Integration<br>5 ECTS   | 2<br>Financial Reporting<br>5 ECTS          | 1<br>Labor Economics<br>5 ECTS                                   | 3<br>Global Governance<br>5 ECTS   | 7<br>Electives abroad<br>20 ECTS   |  |
| 2<br>Innovation and Entrepreneurship<br>5 ECTS | 2<br>International Management<br>5 ECTS     | 1<br>Empirical Economics<br>5 ECTS                               | 3<br>Social Policy in an Interdependent World<br>5 ECTS                      | Elective modules<br>15 ECTS        |  |
| 3<br>European and International Law<br>5 ECTS  | 3<br>International Politics<br>5 ECTS       | 1<br>Analysis of Macroeconomic & Financial Market Data<br>5 ECTS | 4<br>Data Collection Methods in the Social and Behavioral Sciences<br>5 ECTS |                                    |  |
| 4<br>Statistics<br>5 ECTS                      | 4<br>Introduction to Econometrics<br>5 ECTS | 2<br>Enterprise Content and Collaboration Management<br>5 ECTS   | 5<br>Reflections in International Economics<br>5 ECTS                        | Elective module<br>5 ECTS          |  |
| 6<br>Foreign Languages 1.1<br>5 ECTS           | 6<br>Foreign Languages 1.2<br>5 ECTS        | 5<br>Seminar in International Economic Studies<br>5 ECTS         | Elective module<br>5 ECTS  |                                    |  |
| 30 ECTS  | 30 ECTS                                     | 30 ECTS  | 30 ECTS  | 30 ECTS                            | 30 ECTS                                      |

180 ECTS – Standard duration of study: 6 semesters

- 1 International Economics
- 2 International Business
- 3 Int. Politics, Law and Society
- 4 Tools
- 5 Reflection
- 6 Languages
- 7 Experience

Compulsory modules

Elective modules

Subject area

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# MASTER'S PROGRAMS

After achieving their Bachelor's degree, many students choose to continue their studies with a Master's degree. The ten Master's programs at WiSo prepare students for a career in science, business or public organizations by combining innovative study concepts with applied research and scientific knowledge. Graduates are well-equipped for facing the challenges of the modern working world and academic careers.

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- 56 Master's program in Labor Market and Human Resources
- 60 Master's program in Economics
- 64 Master's program in Finance, Auditing, Controlling, Taxation
- 70 Master's program in Health Management and Health Economics
- 74 Master's program in International Business Studies
- 78 Master's program in International Information Systems
- 82 Master's program in Management
- 86 Master's program in Marketing
- 90 Master's program in Socioeconomics
- 94 Master's program in Business Education



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# MASTER'S PROGRAM IN LABOR MARKET AND HUMAN RESOURCES



# MASTER'S PROGRAM



4 semesters



German



Starts in  
winter semester



Specialization



Master  
of Science

This Master's program examines the many aspects of the labor market, the working world and human resources from different perspectives. Students focus on topics relevant to the economy and society, answering questions in labor market policy and transferring research results to practice. The program has a strong empirical and interdisciplinary approach. Students acquire subject-specific knowledge and skills in several disciplines of economics and social sciences.

## COMPULSORY MODULES

In the first semester of the Master's program, students acquire knowledge and skills that are fundamental to further study in compulsory modules. Due to the interdisciplinary nature of the program, students must take compulsory modules in all disciplines. This includes modules in labor market economics, HR management and sociological and psychological aspects of the labor market and human resources. In addition, there is a focus on the teaching of econometrics.

## SKILLS

- Analytical skills for investigating economic and socio-political issues from different perspectives
- Methodological skills for designing and conducting empirical research
- Evidence-based knowledge of the labor market, the world of work and human resources
- Specialist skills in disciplines such as labor market and human resources economics, sociology of labor markets, organizational psychology and human resources management

## ELECTIVE MODULES

In the second semester, students complete an interdisciplinary seminar dealing with current questions in the world of employment and choose five compulsory elective modules (worth 5 ECTS each) from the following nine modules: *Labour Market Institutions and Organizations*, *Personnel Economics*, *Economics of Social Policy*, *Microeconometrics and Machine Learning*, *Collection and Structures of Data in Labor Market Research*, *Change Management*, *Electronic Human Resources Management*, *Applied Methods: Research and Statistical Methods in Business and Organizational Psychology* and *Multivariate Time Series Analysis*.

In the third semester, students can choose six elective modules (worth 5 ECTS each) from different disciplines depending on their personal interests and professional goals. These modules also prepare students for writing their Master's thesis. Elective modules are currently offered in the following areas:

In empirical labor economics, students can take a *Seminar in Empirical Labor Market Research* and a *Literature Seminar in Current Issues in Labour Economics*. In sociology of labor markets, students can choose from a *Seminar in Labour Market Sociology* and a

## PROGRAM STRUCTURE

The degree program runs over four semesters. In the first semester, students learn the theoretical and empirical foundations in several disciplines through a broad range of compulsory modules.

During the second and third semester, students can choose from a range of elective modules to pursue their interests and develop their own professional profile. Students complete their Master's thesis in the fourth semester.

*Seminar in Labor Market and Household Decisions.* In organizational psychology, students can advance their knowledge in a *Lecture, Tutorial and Seminar in Organizational Psychology.* In business psychology, students can choose from a *Theory* and a *Project Seminar.* Students who wish to specialize in macroeconomics can choose the modules *Macroeconomics: Business Cycles* and *Labor Markets: A Macroeconomic Perspective.*

Students also have the option of choosing up to two modules (worth 5 ECTS each) from the elective modules at WiSo (for example *Employment Law*).

Students who wish to study abroad can integrate up to two study abroad modules (worth 5 ECTS each) in their program. The study abroad modules ensure that achievements obtained abroad for which there is no equivalent course offered at FAU can still be recognized.

se/ar



**POTENTIAL EMPLOYERS**

- Research institutes
- Federal Employment Agency
- Government ministries
- HR departments
- Consulting firms
- Associations

**SELECTION CRITERIA**

- Academic degree
- Knowledge in economics (particularly economics)
- Knowledge in statistics/econometrics and empirical methods
- Applicable work or study abroad
- English proficiency at B2 or higher

**CAREER PROSPECTS**

- Academic career
- Research
- Organizational development and human resources
- Business and political consulting



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| MASTER'S PROGRAM IN LABOR MARKET AND HUMAN RESOURCES |   |   |  |
|--|---|---|--|
| Study progress                                       |   |   |  |
| Semester 1   | Semester 2  | Semester 3  | Semester 4                                 |
| Labor Economics<br>5 ECTS                            | Interdisciplinary Seminar on Current Issues in the World of Employment<br>5 ECTS  | <b>Choice of 6 modules (5 ECTS each)</b><br><br><b>Elective modules:</b> <ul style="list-style-type: none"> <li>■ Seminar in Empirical Labor Market Research</li> <li>■ Literature Seminar on Current Issues of Labor Economics</li> <li>■ Seminar in Sociology of Labor Markets</li> <li>■ Seminar in Labor Market and Household Decisions</li> <li>■ Organizational Psychology</li> <li>■ Seminar in Organizational Psychology</li> <li>■ Seminar in Business Psychology</li> <li>■ Project Seminar in Business Psychology</li> <li>■ Macroeconomics: Business Cycles</li> <li>■ Labor Markets: A Macroeconomic Perspective</li> <li>■ Up to two modules from the elective modules at WiSo</li> <li>■ Up to two study abroad modules</li> </ul> | <b>Master's thesis (including seminar)</b> |
| Sociology of Labor Markets<br>5 ECTS                 | <b>Choice of 5 modules (5 ECTS each)</b><br><br><b>Compulsory elective modules:</b> <ul style="list-style-type: none"> <li>■ Labour Market Institutions and Organizations</li> <li>■ Personnel Economics</li> <li>■ Economics of Social Policy</li> </ul> |   |  |
| Personnel Psychology<br>5 ECTS                       | <ul style="list-style-type: none"> <li>■ Microeconometrics and Machine Learning</li> <li>■ Collection and Structures of Data in Labor Market Research</li> </ul>  |   |  |
| Human Resources Management<br>5 ECTS                 | <ul style="list-style-type: none"> <li>■ Change Management</li> <li>■ Electronic Human Resources Management</li> <li>■ Applied Methods: Research and Statistical Methods in Business and Organizational Psychology</li> </ul>                             |   |  |
| Econometrics<br>5 ECTS                               | <ul style="list-style-type: none"> <li>■ Multivariate Time Series Analysis</li> </ul>   |   |  |
| Panel and Evaluation Methods<br>5 ECTS               | 25 ECTS   | 30 ECTS   | 30 ECTS                                    |
| 120 ECTS – Standard duration of study: 4 semesters   |   |   |  |

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Compulsory modules

Elective modules

# MASTER'S PROGRAM IN ECONOMICS



# MASTER'S PROGRAM



4 semesters



English



Starts in winter  
semester



60  
ECTS

Electives



Master  
of Science

Economics is a modern Master's program with an international perspective and provides students with profound knowledge in economics. It is aimed at students with a strong interest in economics and independent academic work. Small groups allow students to work closely with professors and researchers in classes and seminars. Further, students can connect directly with research at WiSo by pairing with early-career researchers through the mentoring program.

## SKILLS

- Extensive knowledge of modern economics
- Active and passive skills in empirical and quantitative methods
- Qualification for independent academic work
- Development, communication and implementation of problem-solving capacities

## PROGRAM STRUCTURE

The program consists of four semesters with a total of 120 ECTS. The first semester includes compulsory modules worth 30 ECTS in the core fields of economics. In the second and third semester students specialize by individually choosing 60 ECTS from a broad range of subjects within five different fields of specialization. They write their Master's thesis in the fourth semester. We encourage and support students who want to study abroad for up to two semesters at a partner university through the recognition of ECTS credits earned abroad. Core subjects are taught in English. Elective modules are taught both in English

and German, although advanced knowledge of German is not required.

## COMPULSORY MODULES

In the first semester, students acquire in-depth knowledge in economics with six compulsory modules taught in English: *Mathematics for Economists*, *Microeconomics*, *Game Theory*, *Macroeconomics: Growth Theory*, *Macroeconomics: Business Cycle* and *Applied Econometrics*. In Applied Econometrics, students learn to apply their methodological knowledge to empirical work and to interpret estimation results using the software STATA. Students lacking sufficient knowledge in econometrics or statistics are advised to take the voluntary leveling course in Econometrics. The course begins before the official lecture period, usually during the last week of September.

## ELECTIVE MODULES

Students choose at least ten elective modules within the five specialization areas and up to two modules offered from the WiSo catalog. Each specialization field includes a broad list of related modules.

Students who specialize in Labor Economics not only analyze the labor market but also study theoretical models and applied empirical research tools to examine labor policies and to develop policy recommendations. Modules in this area include, for example, *Labor and Personnel Economics* and *Labor Market Policy*. The specialization in Macroeconomics and Finance deepens knowledge in areas from monetary policy to financial banking. Students explore how to bridge theoretical macroeconomic models and applied empirical methods in modules such as *International Finance* and *Multivariate Time Series Analysis*. The specialization Public Economics comprises the anal-

ysis of the economic consequences of tax systems and government expenditures, public finance and public policy. Students apply microeconomic theory together with new econometric approaches to evaluate policy measures in modules such as *Public Economics Behavioral Economics* or *Development Economics*. The specialization in Energy Markets focuses on theoretical and empirical analyses of energy markets and related policy issues. Modules in this specialization include *Quantitative Methods in Energy Market Modeling*, *Empirical Environmental Economics* or *Advanced Industrial Organization*. Students who specialize in Health Economics study the supply and demand of medical services as well as the behavior of agents in this market and derive implications for the health care system, for example in the modules *Supply of Medical Services* or *Applied Empirical Health Economics*.



» *The program offers a modern and international approach to economics and prepares graduates as economists for scientific and advisory professions.*«



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**SELECTION CRITERIA**

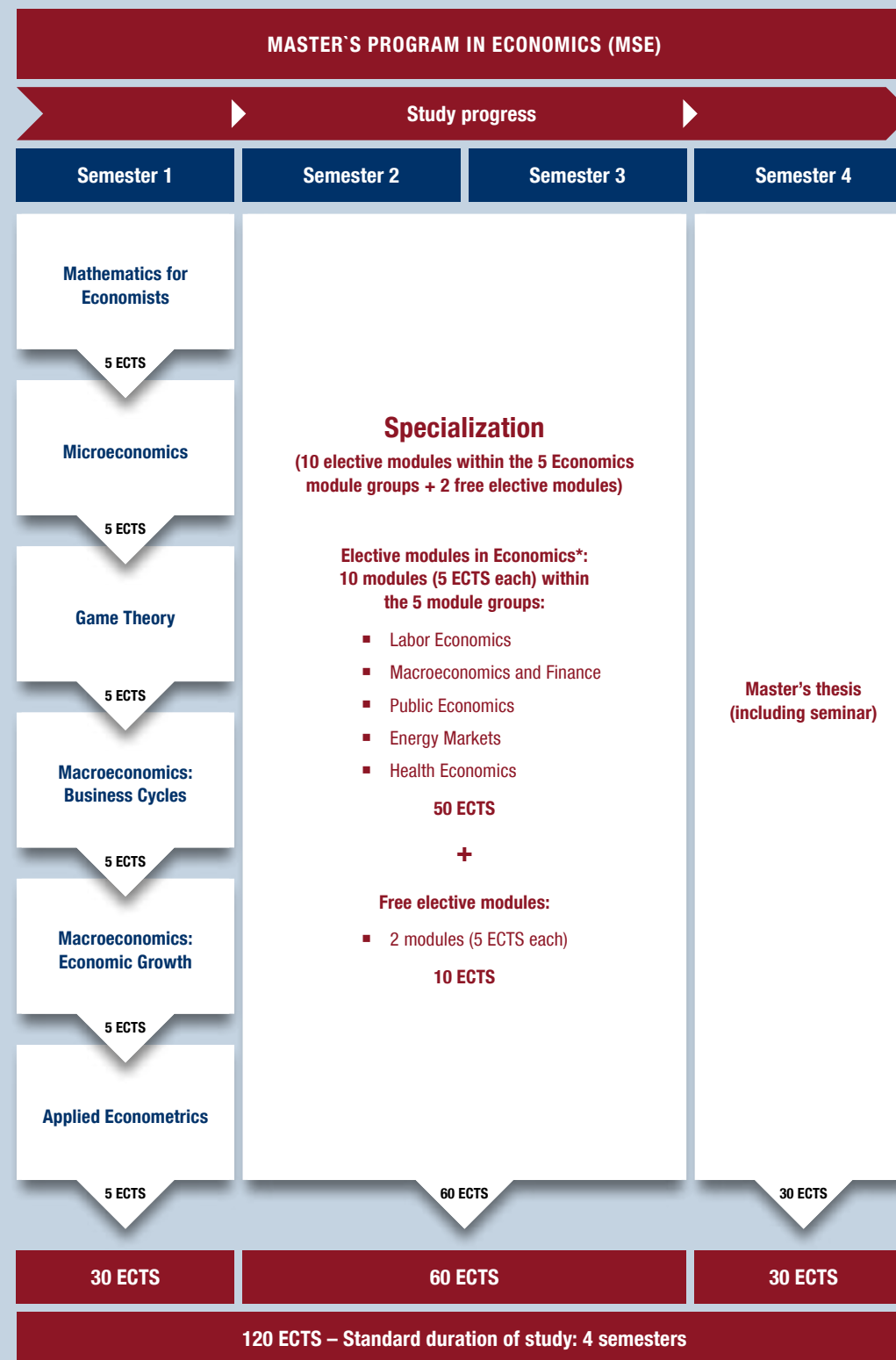
- Academic degree with above-average grades in economics, mathematics, the social sciences, engineering or related disciplines
- Sufficient English skills (at least level B2 of the CEFR)
- Further accomplishments and qualifications, e.g., internships, language skills and international experience

**CAREER PROSPECTS**

- Academic and analytical work
- Economic research
- Excellent graduates are awarded a scholarship to finance their doctoral studies

**POTENTIAL EMPLOYERS**

- Universities
- Research institutes
- International organizations
- Public administration
- Consulting firms



\* For information on current elective modules, refer to the module handbook.

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Compulsory modules  
 Elective modules



# MASTER'S PROGRAM IN FINANCE, AUDITING, CONTROLLING, TAXATION



4 semesters



German



Starts in summer  
semester/winter  
semester



Specialization



Master  
of Science

This degree program delivers comprehensive knowledge and skills in the four areas of finance, auditing, controlling and taxation (FACT) with an interdisciplinary approach. Students acquire academic knowledge with a high level of practical relevance. In a ranking of degree programs in Germany focusing on auditing, Manager magazine listed FAU in seventh place among the best universities in Germany for the FACT Master's program (April 2020). Reputable companies support the program by providing lecturers on teaching assignments and practical seminars, and influential businesses are also among the friends and supporters of the program. Through a broad range of elective modules, students can develop an individual and flexible professional profile.

## SKILLS

- Applying business knowledge, compiling reports independently and interpreting practical research
- Identifying and analyzing complex problems based on experience
- Recognizing errors, developing new procedures, demonstrating and justifying measures for improvement
- Theoretical knowledge for state examination for auditors or tax advisors

## PROGRAM STRUCTURE

The Master's degree program is a full-time program that lasts four semesters. It is possible to start the degree program in either the winter or summer semester. The program consists of compulsory modules (30 ECTS), elective modules (60 ECTS) and the Master's thesis (30 ECTS). Students have the opportunity to complete a semester abroad and credits awarded by foreign universities can be recognized as counting toward the program.

A large number of lecturers and partners from industry support the program. Among the supporters and friends of the program are: Baker Tilly, DATEV, Deloitte, Ecovis, ERGO, EY, HLB Hußmann, HUK-Coburg, KPMG, Munkert & Partner, NÜRNBERGER Versicherung, PwC, Siemens, Siemens Healthineers, Sonntag & Partner, Rödl & Partner, uniVersa Versicherungen and Nürnberger Steuergespräche.

## COMPULSORY MODULES

Students must take six compulsory modules worth 5 ECTS each. This includes the modules: *Corporate Management and Capital Markets*, *Controlling of Business Systems*, *Risk and Insurance Theory*, *Tax Accounting*, *Company Taxation* and *Accounting for Consolidated Financial Statements*. Compulsory modules establish a common interdisciplinary foundation with content from the four FACT areas.

## ELECTIVE MODULES

With a broad range of elective modules, the program is highly flexible. Students can either choose a generalist approach by studying content from all four FACT areas or focus on one area to develop a specialist profile. Students must take elective modules worth 60 ECTS from the listed modules which amount

to 300 ECTS. Elective modules are organized into five module groups:

Finance and Insurance deals with material relevant to banking, stock markets, industrial companies and financial service providers. Auditing and Law is based on the requirements of the certified tax auditor examination and addresses the knowledge and skills required for preparing and analyzing financial statements as well as a critical analysis of the field. Controlling teaches the most important theories, concepts and instruments for managing companies and supplying information to internal and external stakeholders. Taxation prepares students for the certified tax consultant examination and also includes the area of tax planning. Interdisciplinary modules enable students to gain interdisciplinary knowledge, focusing particularly on the field of digitalization. Students who choose Taxation, Finance and Insurance or Digitization and Analytics may obtain the certificate TaxFACTs, FinFACTs or DAFACTs.



**CAREER PROSPECTS**

- Managerial positions in the fields of Finance, Auditing, Controlling and Taxation
- Risk management
- Investment banking and corporate treasury
- Accounting and corporate planning
- Tax consultancy
- Auditing and internal auditing

**POTENTIAL EMPLOYERS**

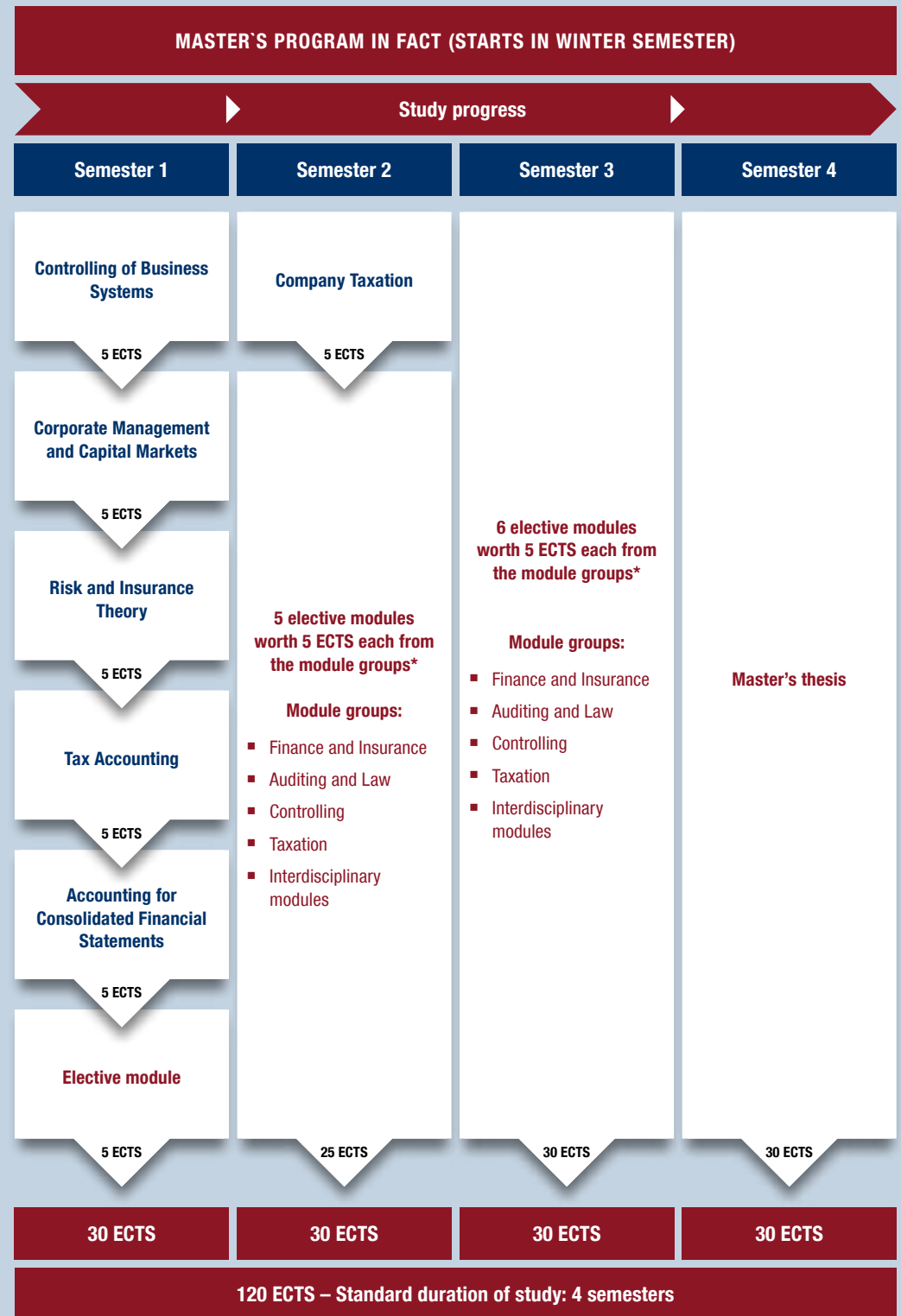
- Banks and insurance companies
- Industry, service and trade companies
- Consulting firms
- Tax advisors
- Auditors

**SELECTION CRITERIA**

- Final grade of the academic degree in business and economics or a subject-related degree
- FACT-related (min. 30 ECTS) and mathematics- or statistics-related (min. 10 ECTS) subjects
- Discussion of a FACT-related paper
- English language proficiency of at least level B2 according to the CEFR
- German language proficiency of at least level B2 according to the CEFR (if applicable)



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\* Currently, the modules offered in all module groups amount to 300 ECTS. Further information on the elective modules is provided in the module handbook.

Updated: 31 August 2021. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit [www.wiso.fau.de/pruefungsordnung](http://www.wiso.fau.de/pruefungsordnung)

**Compulsory modules**  
**Elective modules**

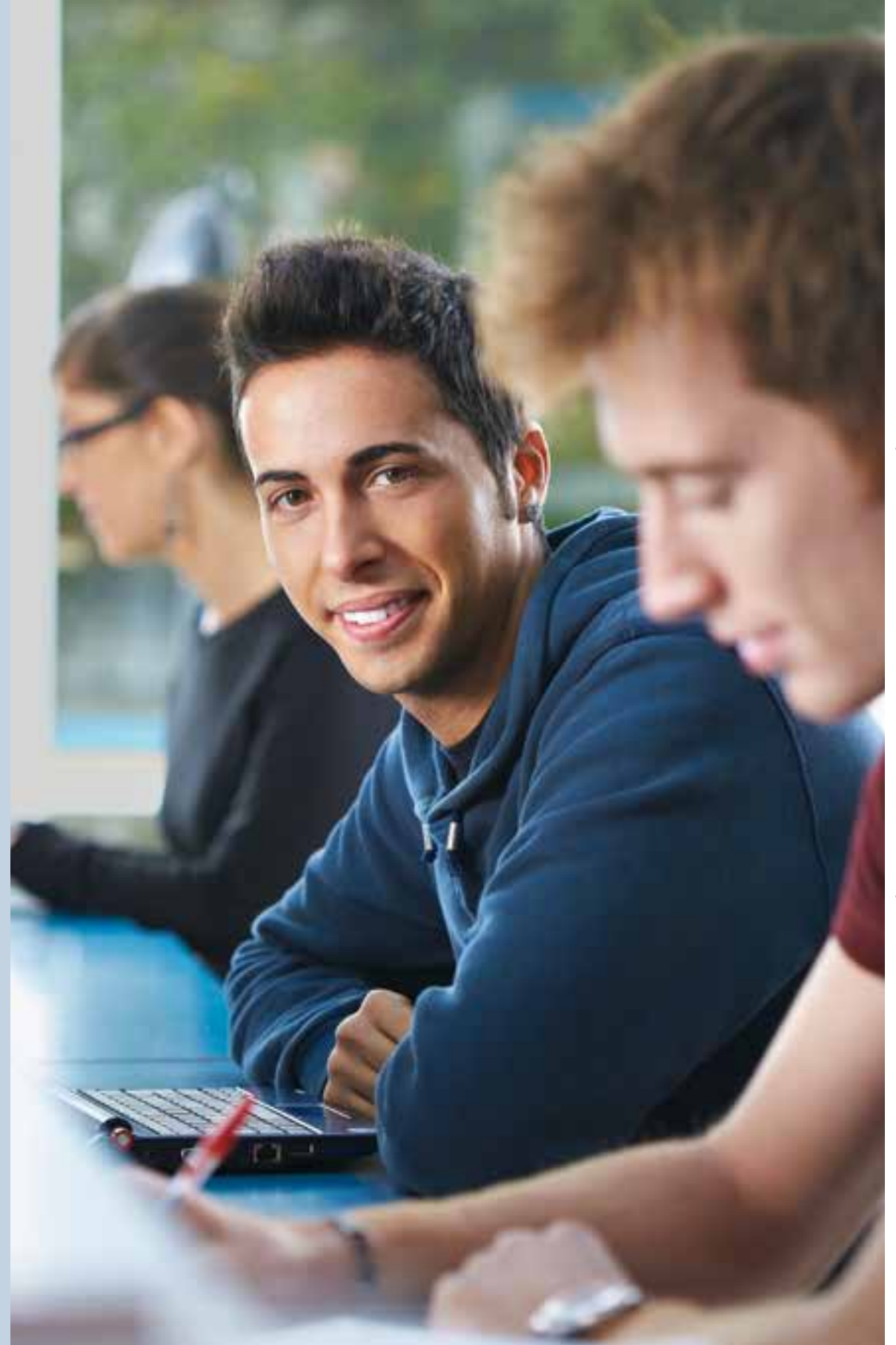
| MASTER'S PROGRAM IN FACT (STARTS IN SUMMER SEMESTER)  |  |   |                 |
|---|--|---|-----------------|
| Study progress  |  |   |                 |
| Semester 1  | Semester 2   | Semester 3  | Semester 4      |
| Company Taxation<br>5 ECTS  | Controlling of Business Systems<br>5 ECTS                  |   |                 |
| 5 elective modules worth 5 ECTS each from the module groups*<br><br><b>Module groups:</b> <ul style="list-style-type: none"> <li>Finance and Insurance</li> <li>Auditing and Law</li> <li>Controlling</li> <li>Taxation</li> <li>Interdisciplinary modules</li> </ul> | Corporate Management and Capital Markets<br>5 ECTS         | 6 elective modules worth 5 ECTS each from the module groups*<br><br><b>Module groups:</b> <ul style="list-style-type: none"> <li>Finance and Insurance</li> <li>Auditing and Law</li> <li>Controlling</li> <li>Taxation</li> <li>Interdisciplinary modules</li> </ul> | Master's thesis |
|   | Risk and Insurance Theory<br>5 ECTS                        |   |                 |
|   | Tax Accounting<br>5 ECTS                                   |   |                 |
|   | Accounting for Consolidated Financial Statements<br>5 ECTS |   |                 |
|   | Elective module<br>5 ECTS                                  |   |                 |
| 25 ECTS   | 5 ECTS   | 30 ECTS   | 30 ECTS         |
| 30 ECTS   | 30 ECTS  | 30 ECTS   | 30 ECTS         |
| 120 ECTS – Standard duration of study: 4 semesters  |  |   |                 |

\* Currently, the modules offered in all module groups amount to 300 ECTS. Further information on the elective modules is provided in the module handbook.

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Compulsory modules

Elective modules



# MASTER'S PROGRAM IN HEALTH MANAGEMENT AND HEALTH ECONOMICS



4 semesters



German



Starts in  
winter semester



Specialization



Master  
of Science

Health Management and Health Economics is aimed at all graduates with Bachelor's degrees in business and economics. Students take a range of compulsory interdisciplinary courses that provide them with comprehensive insights into the healthcare system and can choose specializations that enable them to become experts in management, economics or politics. Graduates have excellent career prospects from the practical and institutional knowledge of the healthcare system that they gain throughout their studies.

jects studied in the compulsory modules and other elective modules. They also have the opportunity to take elective modules on topics related to health from other Master's degree programs at the School of Business and Economics and Society, other faculties and schools at FAU, and even other universities. Specific seminars on practical skills and soft skills, as well as hospital management simulations allow students to strengthen important skills that they will need in their future careers.

## SKILLS

- Independent management of complex research processes in healthcare
- Management tasks in various areas of healthcare: hospitals, outpatient care, the pharmaceutical and medical technology industries, cost-bearing institutions, health economics
- Planning and carrying out large projects systematically, constructively and independently, and preparing, summarizing and implementing the results


## PROGRAM STRUCTURE

The program has a standard duration of study of four semesters and consists of compulsory modules (35 ECTS), elective modules (50 ECTS), and the Master's thesis and Master's seminar (35 ECTS). In the compulsory modules, students acquire fundamental knowledge of the healthcare system. During the second and third semester, students may choose elective modules that develop sub-

## COMPULSORY MODULES

Students acquire fundamental knowledge in all areas of healthcare throughout the interdisciplinary compulsory modules. They gain comprehensive insights into healthcare and an understanding of the mechanisms and structures in the health sector. Compulsory modules include *Health Insurance, Outpatient Management, Hospital Management, Pharma Management, Health Economics, Medicine and Health Economic Evaluations*. Students must take seven compulsory modules worth 5 ECTS each to secure a broad fundamental understanding of healthcare.

## COMPULSORY ELECTIVE MODULES

Students can choose elective modules to pursue their interests and develop their own professional profile. They can decide whether to study a broader selection of modules relevant to healthcare or to specialize in management, economics or politics. Students may also focus on specific sectors in the healthcare system such as health insurance, outpatient management, hospital management, the pharmaceutical industry or the medical engineering industry. Students may choose a total of ten elective modules worth 5 ECTS each.  kd/lj



**SELECTION CRITERIA**

- A relevant academic degree in business and economics (particularly the Bachelor's degree in Business Studies at FAU and equivalent programs from other universities) or another degree program dealing with knowledge and skills in business and economics worth at least 50 ECTS (excluding the Bachelor's thesis) with at least 5 ECTS in economics modules and 10 ECTS in statistics modules
- Professional experience in healthcare
- Knowledge in health management or health economics from a previous degree program

**POTENTIAL EMPLOYERS**

- Research institutions in the healthcare sector, such as health insurance research
- Universities
- Hospitals and outpatient care
- Pharmaceutical or medical engineering companies

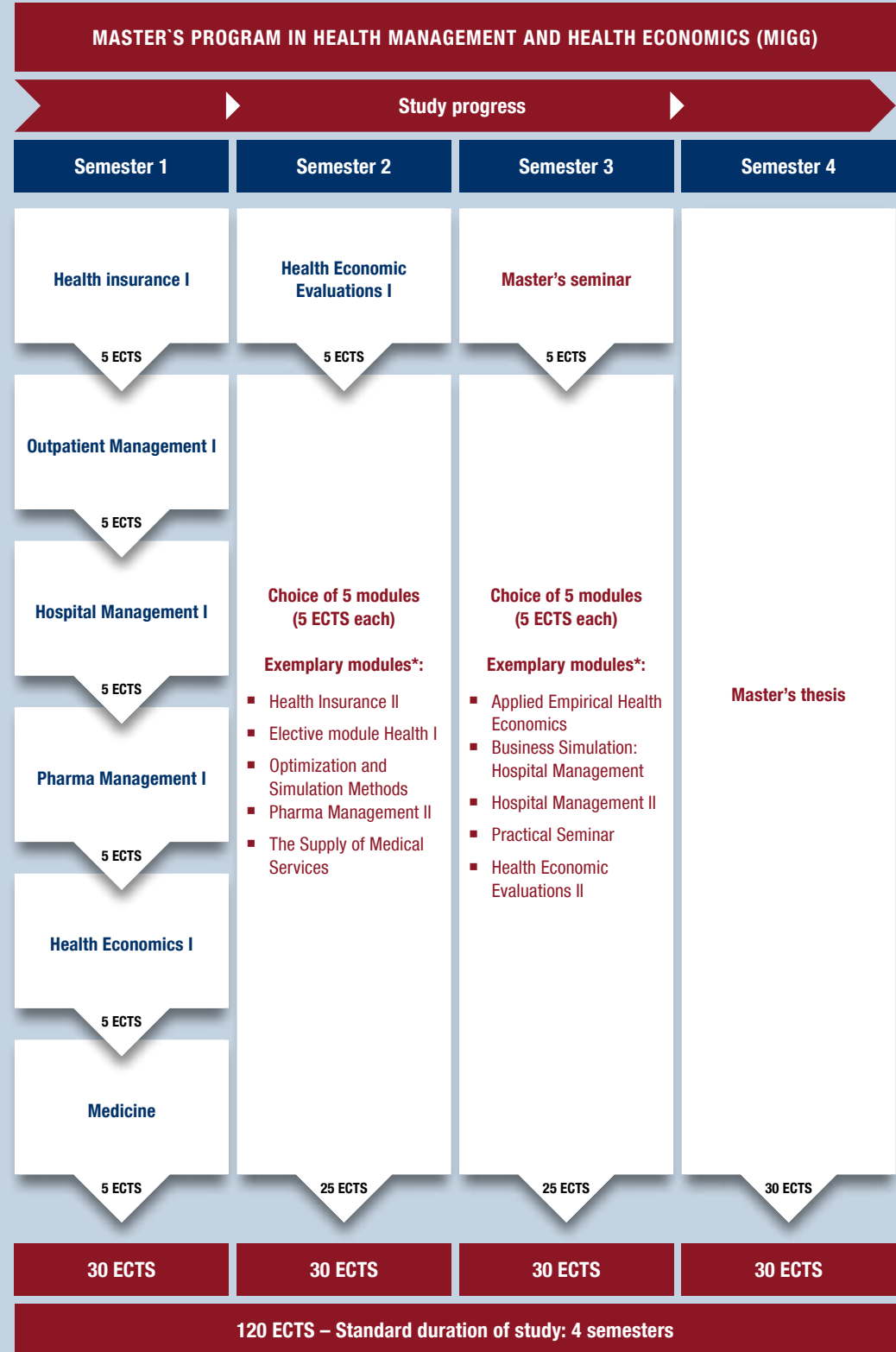


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**CAREER PROSPECTS**

- Research
- Middle and top-level management in different business functions
- Consulting
- Strategic planning



\* For information on current elective modules, please refer to the module handbook.

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Compulsory modules

Elective modules

# MASTER'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES



# MASTER'S PROGRAM



4 semesters



English



Starts in winter  
semester



Electives



Master  
of Science

International Business Studies is a modern Master's program that provides students with a comprehensive understanding of the complexity of international business. Students acquire the skills they need to succeed in an international environment. Special attention is given to the variety of approaches that firms choose to adapt their international operations to the diversity of laws, business practices, and cultures across the globe. Throughout the program, students develop essential communication and intercultural skills. A range of business language courses reflects the international focus of the program and prepares students for a successful career in an international setting.

### SKILLS

- Analytical skills
- Communication skills
- Intercultural competences

### PROGRAM STRUCTURE

The program consists of 120 ECTS credits leading to a Master's degree (M. Sc.) and can be completed in two years. Students take 60 ECTS in compulsory modules and 30 ECTS of elective modules and complete their Master's thesis. Practical elements include company visits, as well as lectures and workshops with executives from leading companies. Students who wish to benefit from the university's extensive network of international partner universities may study abroad for up to two semesters. The language of instruction is English.

### CORE COURSES

In the core courses, students focus on understanding and analyzing international operations and making decisions related to foreign market entry and management strategies. Students acquire a broad understanding of the field through core modules from the following areas: Environment of international business, Foundations of international management, International strategic management, International functional management, International information management, International finance and change management, Soft skills, International corporate sustainability and International relations. Two modules are offered for each area. In total, students must take 60 ECTS from a total of 90 ECTS. Students have a degree of freedom in choosing modules, however, we recommend that all students complete both modules in *Foundations of International Management*.

### ELECTIVE COURSES

Elective courses in area studies allow students to specialize in a specific region: English speaking countries, Romance countries, Asia or Europe. English speaking countries comprises modules on advanced economies and emerging markets, globalization processes and issues in international trade. Romance countries focuses on Latin American and French economy and society and offers a wide range of courses addressing current issues. Asia incorporates management strategies, corporate governance issues as well as a wider choice of modules from other faculties. Europe offers students perspectives on European integration, media systems and law as well as insights into the internationalization of medium-sized enterprises. The language of instruction in the elective modules depends



on the chosen area. Elective modules may also include language courses worth up to 10 ECTS depending on the chosen area.

Ik/mc

### SELECTION CRITERIA

- Bachelor's degree
- Knowledge of business administration and statistics relevant to the degree
- English language proficiency (min. TOEFL 105; IELTS 7.5)
- International experience
- Knowledge of languages other than native language; proficiency in English and German
- Quality of presentation video

### CAREER PROSPECTS

- Business research
- Consulting
- Global operations and strategy
- International HR
- Global procurement, purchasing and trade
- International management

### POTENTIAL EMPLOYERS

- Companies with global operations
- Companies with international markets
- International and supranational organizations
- Associations



### SUBJECT ADVISORS

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#### Prospective students:

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## MASTER'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES (MIBS)

### Study progress

| Semester 1                          | Semester 2                          | Semester 3                          | Semester 4      |
|-------------------------------------|-------------------------------------|-------------------------------------|-----------------|
| Core courses<br>(20 out of 90 ECTS) | Core courses<br>(20 out of 90 ECTS) | Core courses<br>(20 out of 90 ECTS) | Master's thesis |
| 20 ECTS                             | 20 ECTS                             | 20 ECTS                             |                 |
| Elective courses<br>(10 ECTS)       | Elective courses<br>(10 ECTS)       | Elective courses<br>(10 ECTS)       | 30 ECTS         |
| 10 ECTS                             | 10 ECTS                             | 10 ECTS                             |                 |
| 30 ECTS                             | 30 ECTS                             | 30 ECTS                             | 30 ECTS         |

### Core courses (60 out of 90 ECTS)

- Environment of International Business (Issues in International Political Economy, International and European Trade Law)
- Foundations of International Management (Foundations of International Management I, Foundations of International Management II)
- International Strategic Management (Business Strategy, Advanced Methods of Management Research IV)
- International Functional Management (International Marketing, Global Operations Strategy)
- International Information Management (E-Business Projects and Innovation, Service Innovation)
- Soft Skills (Managing Intercultural Relations, International Management Solutions)
- International Finance and Change Management (International Finance, Change Management)
- International Corporate Sustainability (Business Ethics and Corporate Social Responsibility, Management & Organization Theories through the Lens of Mission-Driven Organizations)
- International Relations (The Organization of the International System, Power, Order and Institutions in World Politics)

### Elective courses (30 ECTS)

#### Areas:

- English Speaking Countries\*\*
- Romance Countries\*\*
- Asia\*
- Europe\*\*

The modules that can be taken in the area studies are listed in the module handbook.

120 ECTS – Standard duration of study: 4 semesters

\* Admission requirements: proficiency in the language of the chosen area according to the European Framework of Reference. Up to 10 ECTS can be earned through language courses in the language(s) of the chosen area (Levels: English: minimum C1, all other languages: 5 ECTS minimum A2; 5 ECTS minimum B1). The 10 ECTS can be spread over a maximum of two different languages (5 ECTS each) in the area.  
 \*\* Elective modules worth 30 ECTS, of which 10 can be acquired in the context of language courses.

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Core courses

Elective courses

# MASTER'S PROGRAM IN INTERNATIONAL INFORMATION SYSTEMS



# MASTER'S PROGRAM



4 semesters



German/  
English



Starts in  
winter semester



Electives



Master  
of Science

International Information Systems (IIS) combines knowledge in business and economics with in-depth knowledge in computer science and conveys insights into a wide variety of approaches of both disciplines, in addition to interdisciplinary skills. The program is taught at WiSo and the Faculty of Engineering in German and English. International information systems prepares students for professions that require knowledge and skills in both management and IT.

## SKILLS

- Interdisciplinary knowledge
- Intercultural and team skills
- Conceptual and analytical thinking
- Independent and goal-oriented approach
- Project management
- Presentation skills

## PROGRAM STRUCTURE

In the first semester, students with an undergraduate degree in business and economics acquire preliminary knowledge in computer science. Students who have obtained an undergraduate degree in computer science take modules in business and economics. Both groups of students are familiarized with the preliminary knowledge and skills required for the compulsory modules in Information systems and Informatics. The compulsory area of the program includes compulsory modules worth 15 ECTS and compulsory elective modules chosen from Data & Knowledge, Digital Business and Architectures & Development worth 15 ECTS. Students have the opportunity to study abroad in the third semester. In the

fourth semester, students can complete their Master's thesis with the support of an international company or partner university.

## COMPULSORY MODULES

In addition to preliminary knowledge taught in the first semester, students investigate internationalization theories and aspects of strategic management or skills in data modeling, programming and software development depending on the subject of their previous degree. Students take three modules each in the compulsory areas of Information Systems and Informatics, with a broad range of modules available.

Information Systems deals with the application of information and communication technology in companies and the networked economy such as innovation and value-added management, service and process management, business intelligence or IT and project management. Students have a great deal of freedom of choice within the areas, allowing them to focus thematically and build a knowledge base for further study.

Informatics deals with the fields of data and knowledge management, as well as software and product development. Data and knowledge management includes topics such as data mining, data visualization and artificial intelligence. In software development, students learn fundamental knowledge in agile software development, software architectures and process-oriented information systems.

## COMPULSORY ELECTIVE MODULES

In this part of the program, students may choose the elective modules they wish to study and how they would like to combine these modules. Modules worth 15 ECTS credits are available in the areas of Information Systems and Informatics as well as in the ex-



tension courses and study abroad courses. In addition, students acquire 15 ECTS within the framework of the Interdisciplinary qualifications. Here students can learn a language, take a subject of their choice and participate in a research seminar or a practice-oriented project seminar.

jo/dh

» *The program delivers the interdisciplinary knowledge and skills that students need to develop specialist profiles, preparing them for scientific and professional activities.*«

**SELECTION CRITERIA**

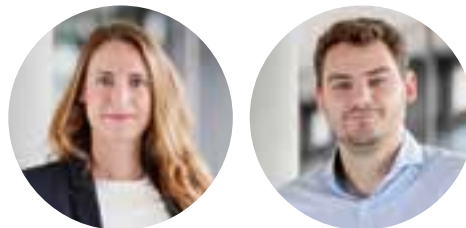
- Bachelor's degree in business and economics, information systems, computer science or engineering programs related to computer science.
- Knowledge of English and German

**CAREER PROSPECTS**

- Data scientist
- Business analyst
- IT governance and management
- Enterprise architecture
- Software engineering
- Project and process management

**POTENTIAL EMPLOYERS**

- Consulting firms
- Start-ups
- IT companies
- International companies



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**MASTER'S PROGRAM IN INTERNATIONAL INFORMATION SYSTEMS (IIS)**

Study progress\*

| Semester 1              | Semester 2                                 | Semester 3                       | Semester 4      |
|-------------------------|--|----------------------------------|-----------------|
| Customized Introduction | Interdisciplinary Qualifications<br>5 ECTS | Information Systems              |                 |
| 15 ECTS                 | Information Systems                        | 10 ECTS                          |                 |
| Informatics             | 10 ECTS                                    | Informatics                      | Master's thesis |
| 5 ECTS                  | Informatics                                | 10 ECTS                          |                 |
| Information Systems     | 15 ECTS                                    | Interdisciplinary Qualifications |                 |
| 10 ECTS                 |  | 10 ECTS                          | 30 ECTS         |
| <b>30 ECTS</b>          | <b>30 ECTS</b>                             | <b>30 ECTS</b>                   | <b>30 ECTS</b>  |

**Information Systems (30 ECTS):**

- Choice of modules with a minimum of 5 ECTS up to 20 ECTS in each of the module areas:
- IS – Data & Knowledge
  - IS – Digital Business
  - IS – Architectures & Development
- Complementary up to 10 ECTS:
- Extension courses
  - Study abroad courses

**Informatics (30 ECTS):**

- Choice of modules with a minimum of 5 ECTS up to 20 ECTS in each of the module areas:
- INF – Data & Knowledge
  - INF – Digital Business
  - INF – Architectures & Development
- Complementary up to 10 ECTS:
- Extension courses
  - Study abroad courses

**120 ECTS – Standard duration of study: 4 semesters**

\* This is an example of a timetable for the study progress. Students have a wide range of modules from which they can choose.

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# MASTER'S PROGRAM IN MANAGEMENT



4 semesters



German/  
English



Starts in  
winter semester



Specialization



Master  
of Science

This degree program provides students with a comprehensive understanding of management tasks and instruments from a market-oriented and resource-oriented perspective. They are taught how value creation and market-oriented strategies at companies can be influenced by various management processes. At the same time, students learn how to solve problems in management practice by applying scientific methods. An international approach is a key aspect of modern management and students are offered an international perspective throughout the degree program. In addition, WiSo offers partnership programs with top universities in other countries.

## SKILLS

- Applying management concepts in practical scenarios
- Quantitative skills
- Applying specialist knowledge
- Team skills
- Presentation and negotiation skills

## PROGRAM STRUCTURE

The degree program has a standard duration of four semesters and includes compulsory modules (45 ECTS), elective modules specializing in professional fields (45 ECTS) and the Master's thesis (30 ECTS). While students learn comprehensive perspectives in management throughout the compulsory modules, they can choose to specialize in one or more applied fields of management by taking elective modules. This specialization allows stu-

dents to develop a skills profile that is suitable for their future profession. A significant number of the modules in this program are taught in English.

## COMPULSORY MODULES

Compulsory modules are divided into two sections in this program. In the first section, students obtain an in-depth understanding of the purpose and instruments of market and resource-oriented management in modules such as *Business Strategy*, *Managerial Finance and Accounting* or *Technology and Innovation Management*. This section gives students a comprehensive perspective of management.

In the second section, students can apply their knowledge in practice and may choose from a wide range of seminars in each of the modules: *Applied Management Techniques*, *Case Studies and Projects in Management*, *Teamwork*, *Presentation and Negotiation Skills* and *Advanced Methods of Management Research*.

## ELECTIVE MODULES

In order to prepare for specific management tasks, students can develop a professional profile by choosing at least four elective modules in one of the seven specializations.

Strategic Management and International Business focuses on tools for strategic management and the challenges facing global companies, for example in the module *Change Management*. Value Creation and Digital Transformation focuses on future technology and value creation processes in the context of digital transformation in the modules *Industrial Management* and *Management of Industry 4.0*.

Entrepreneurship and Innovation offers modules focusing on innovation and startups such as *Innovation and Leadership* or *Start-up Finance Management* for students who would either like to start their own company or pitch their ideas to established companies. Understanding the financial situation of a business is a clear advantage. Financial Management gives students the opportunity to advance their knowledge in the field of finance and accounting. Healthcare Management equips students with the fundamental knowledge they need to launch their career in the health-care sector. Successful businesses need to know who their customers are and how they behave. Marketing Management offers students a broad range of modules that give insights into marketing activities. Supply Chain Management prepares students for professional roles in supply chain management or logistics consulting.

ek/ed

» *The degree program is aimed at graduates with a Bachelor's degree in business and economics or another subject.*«

**SELECTION CRITERIA**

- Bachelor's degree
- Admissions examination
- Work experience related to business and economics

**CAREER PROSPECTS**

- Middle and top-level management in different business functions
- Start-up experience

**POTENTIAL EMPLOYERS**

- Companies of all sizes across different sectors
- Consulting firms



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**MASTER'S PROGRAM IN MANAGEMENT (MIM)**

Study progress

| Semester 1   | Semester 2  | Semester 3  | Semester 4                 |
|--|---|---|----------------------------|
| Business Strategy<br>5 ECTS                        | Technology and Innovation Management<br>5 ECTS  | Teamwork, Presentation and Negotiation Skills<br>5 ECTS   | Master's thesis<br>30 ECTS |
| Production and Supply Chain Management<br>5 ECTS   | Case Studies and Projects in Management<br>5 ECTS   | Advanced Methods of Management Research<br>5 ECTS   |                            |
| Human Resources Management<br>5 ECTS               | Free choice of 4 elective modules worth 5 ECTS each from the module groups*:<br>▪ Strategic Management & International Business<br>▪ Value Creation & Digital Transformation<br>▪ Entrepreneurship & Innovation<br>▪ Financial Management<br>▪ Health Care Management<br>▪ Marketing Management<br>▪ Supply Chain Management<br>▪ Complementary modules | Free choice of 4 elective modules worth 5 ECTS each from the module groups*:<br>▪ Strategic Management & International Business<br>▪ Value Creation & Digital Transformation<br>▪ Entrepreneurship & Innovation<br>▪ Financial Management<br>▪ Health Care Management<br>▪ Marketing Management<br>▪ Supply Chain Management<br>▪ Complementary modules |                            |
| Managerial Finance and Accounting<br>5 ECTS        |   |   |                            |
| Applied Management Techniques<br>5 ECTS            | 20 ECTS   | 20 ECTS   |                            |
| Elective module<br>5 ECTS                          | 20 ECTS   | 20 ECTS   |                            |
| 30 ECTS  | 30 ECTS   | 30 ECTS   |                            |
| 120 ECTS – Standard duration of study: 4 semesters |   |   |                            |

\* A full list of the modules in each of the specializations is provided in the module handbook and is subject to change each semester. Students may combine modules from several module groups as desired. If students take at least four modules (20 ECTS) in a specialization, the specialization will be printed on their degree certificate.

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- Compulsory modules I
- Compulsory modules II
- Elective modules

# MASTER'S PROGRAM IN MARKETING



# MASTER'S PROGRAM



4 semesters



German



Starts in  
winter semester



Specializations  
and elective  
modules



Master  
of Science

Marketing is an interdisciplinary program. Alongside the focus on marketing, students have the option to study a range of topics in the areas of data science, statistics, information systems, psychology and communication science. This is complemented by the inclusion of current marketing trends such as digital marketing, e-commerce and sustainability management. The main aim is for students to acquire a comprehensive understanding of issues that are specific to markets and marketing. The interdisciplinary knowledge that students acquire is complemented by practical topics. The practical aspects of the program include collaboration with partners in industry, the use of case studies in courses and assistance finding internships at companies.

## PROGRAM STRUCTURE

The program offers students a comprehensive introduction to topics in marketing worth 20 ECTS at the start of the program covering *Product and Price Management*, *Sales and Communication Management* and *Marketing Theory*. Building on this knowledge, students may choose between three areas of specialization: Marketing Research with Data Science, Marketing Research or Marketing Management. The program offers an extensive range of compulsory elective modules and students must complete 60 ECTS from the areas of Data Science, Consumer Behavior, Management, Computer Science and Sustainability. In the final semester, students write their Master's thesis.

## COMPULSORY MODULES

Students are familiarized with different approaches in marketing research focusing on theoretical knowledge in marketing and consumer behavior. They also acquire knowledge in specific areas of marketing. *Product and Price Management* introduces students to fundamental aspects of product management, innovation management, managing existing products and brand management. They learn the conceptual and theoretical foundations of price management and consider demand, cost and competitive pricing. *Sales and Communication Management* deals with issues in communication strategy, budget management, designing marketing campaigns and evaluating their effectiveness.

The module also deals with core aspects of sales strategy and developing sales processes, relationships with sales partners, key accounts and sales activities. Students also take a practical *Seminar in Marketing* to com-

## SKILLS

- Comprehensive knowledge of marketing and market research activities and methods
- Solving problems in marketing using scientific methods
- Knowledge and skills in data science, statistics, information systems, psychology and communication science
- Practical experience gained through expert talks, applied case studies and internships
- International perspectives through modules taught in English and partnerships with top universities abroad
- Awareness of current developments in marketing including digital marketing, data science, e-commerce and sustainability

plement their theoretical knowledge by exploring current developments in marketing research in a conceptual or empirical project.

**COMPULSORY ELECTIVE MODULES**

Students can choose elective modules to develop their professional profile with over 70 modules from the areas of Data Science, Consumer Behavior, Management, Information Technology and Sustainability, as well as further interdisciplinary modules offered at WiSo. In Marketing, modules such as *Service Marketing*, *Digital Marketing*, *Consumer Relationship Marketing*, *Personal Selling* and *International Marketing* prepare students for professional roles. Methodological modules in Statistics, for example *Panel and Evaluation Methods* deliver the foundations for a career in market research. These are complemented by modules from the Data Science specialization, which consider the use of digital and other data, for example *Data Science* or *Multivariate Time Series Analysis*. Elective modules which may change each semester are also offered in the Consumer Behavior specialization. In Management, students can choose elective modules that focus on specific tasks in management, for example *Industrial Management*, *Technology and Innovation Management* or *Business Ethics and Corporate Social Responsibility*. Students may also choose to take interdisciplinary modules, for example in foreign languages or practical seminars in cooperation with partner companies such as Adidas, GfK, Rehau, Procter & Gamble or Siemens.



**SELECTION CRITERIA**

- Academic degree
- Knowledge of marketing and statistics
- Discussion of an academic paper
- Individual criteria may apply

**CAREER PROSPECTS**

- Data science and market research
- Brand management
- Customer relationship management
- Social media marketing
- Key account management and sales
- Strategic management
- Project management

**POTENTIAL EMPLOYERS**

- Industrial, trade and service companies
- Market research institutes
- Consulting and advertising firms
- WiSo partner companies including GfK, Adidas, Audi, Porsche, Procter & Gamble and Siemens



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**MASTER'S PROGRAM IN MARKETING**

| Study progress  |   |  |                 |
|---|---|--|-----------------|
| Semester 1  | Semester 2  | Semester 3   | Semester 4      |
| Principles of Marketing I: Marketing Theory<br>5 ECTS   | <i>Elective modules Marketing Research*</i><br>Choice of 2 modules from the module groups   | Marketing seminar (choice of 1 of 3 modules)<br>5 ECTS   | Master's thesis |
| Principles of Marketing II: Product and Price Management<br>5 ECTS  | <i>Elective modules Marketing Management Strategic Marketing und Business-to-Business Marketing</i><br>or choice of 2 modules from the module groups<br>10 ECTS   | Choice of 5 elective modules worth 5 ECTS each from the module groups*:<br><ul style="list-style-type: none"> <li>▪ Marketing</li> <li>▪ Data Science</li> <li>▪ Consumer Behavior</li> <li>▪ Statistics</li> <li>▪ Management</li> <li>▪ Interdisciplinary modules</li> </ul> |                 |
| Principles of Marketing III: Sales and Communication Management<br>5 ECTS   | Choice of 4 elective modules worth 5 ECTS each from the module groups**:<br><ul style="list-style-type: none"> <li>▪ Marketing</li> <li>▪ Data Science</li> <li>▪ Consumer Behavior</li> <li>▪ Statistics</li> <li>▪ Management</li> <li>▪ Interdisciplinary modules</li> </ul> |  |                 |
| <i>Elective modules Marketing Research* Econometrics and Panel and Evaluation Methods</i><br><i>Elective modules Marketing Management Service Marketing and International Marketing</i><br>or choice of 2 modules from the module groups<br>10 ECTS |   | Module from the module groups<br>5 ECTS  |                 |
| 30 ECTS   | 30 ECTS   | 30 ECTS  | 30 ECTS         |
| 120 ECTS – Standard duration of study: 4 semesters  |   |  |                 |

\* Alternative: with specialization in Data Science For more information on the specialization see Section 3 (1) and Section 4 of the examination regulations.  
 \*\* Cf. § 4. The individual modules available in each module group will be published according to local practice before the start of the semester. Students may combine modules from several module groups as desired. Due to the specific subject skills that must be acquired as part of the qualification goals of the Master's degree program as defined in the module description, modules may not be taken twice and accredited to different areas of the program.  
 Updated: 31 August 2021. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit [www.wiso.fau.de/pruefungsordnung](http://www.wiso.fau.de/pruefungsordnung)

|                             |
|-----------------------------|
| Compulsory modules          |
| Elective modules            |
| Compulsory elective modules |

# MASTER'S PROGRAM IN SOCIOECONOMICS



# MASTER'S PROGRAM



4 semesters



German



Starts in  
winter semester



Specializations  
and elective  
modules



Master  
of Science

Socioeconomics is an interdisciplinary program which offers a rare opportunity to study a combination of subjects related to business and social science. The Master's program focuses on conveying the empirical, methodological and theoretical knowledge for conceptual and advisory tasks in industry, research and administration. Special emphasis is placed on the collection, analysis, and interpretation of empirical data during the program.

### SKILLS

- Developing proposals for business and public sector projects that are supported by empirical data
- Extensive knowledge of contemporary sociological and economic analysis
- Advanced applied and methodological skills

### PROGRAM STRUCTURE

At the start of the Master's program, students acquire fundamental theoretical knowledge in sociology, psychology, communications science, economics and empirical methods. In the second and third semester, all students take a comprehensive project seminar in which they focus on a topic in small groups as part of an empirical research project. Students may also choose between two specializations in Education, Work and Human Resources or Media, Markets and Social Research to develop a professional profile. Students write their Master's thesis in the fourth semester.

### COMPULSORY MODULES

At the start of the program, students take compulsory modules worth 60 ECTS which deliver fundamental knowledge in socioeconomics. The compulsory modules are divided into four sections that deal with the foundations of social sciences, methodological skills and economics, as well as a project seminar which lasts for two semesters. The project seminar is an opportunity for students to conduct an empirical research project in small groups.

### ELECTIVE MODULES

Students may choose elective modules offered in social sciences and economics worth a total of 20 ECTS as their specialization. They must choose four modules worth 5 ECTS each. Students have the opportunity to strengthen their skills in sociology, psychology, communications science, economics, social policy and health economics.

They may also choose to study modules worth 10 ECTS from all WiSo modules and all modules in the Master's program in Sociology offered by the Faculty of Humanities, Social Sciences, and Theology.



» *The Master's degree program in Socioeconomics is an impressive and diverse interdisciplinary program which focuses on the interactions between business, society and the individual.*«



**SELECTION CRITERIA**

- Academic degree and previous study achievements (particularly in social sciences, business and economics, and modules taken in methods/ statistics)
- Specialist qualifications, knowledge and skills (grade in previous subject or knowledge of statistics software)
- Individual profile (study abroad, employment as student assistant)
- Sample of academic work on a topic in the field of socioeconomics or business and economics (written assignment or thesis)
- Self-assessment for applicants: [www.unipark.de/uc/MasterSozOek](http://www.unipark.de/uc/MasterSozOek)

**CAREER PROSPECTS**

- Social and economic planning
- Empirical social, market and opinion research
- Human resources and organization development

**POTENTIAL EMPLOYERS**

- Business and administration
- Broadcasting companies
- Consulting firms



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| MASTER'S PROGRAM IN SOCIOECONOMICS                            |  |   |                            |
|---|--|---|----------------------------|
| Study progress  |  |   |                            |
| Semester 1  | Semester 2                                     | Semester 3  | Semester 4                 |
| General Communication Research<br>5 ECTS                      | Applied Methods<br>5 ECTS                      | Consolidation Methods<br>5 ECTS                     | Master's thesis<br>30 ECTS |
| Personnel Psychology<br>5 ECTS                                | Specific BWL<br>5 ECTS                         | Project Seminar<br>10 ECTS                          |                            |
| Research Problems and Research Designs in Sociology<br>5 ECTS | Project Seminar<br>5 ECTS                      | e.g. Seminar in Organizational Psychology<br>5 ECTS |                            |
| Econometrics<br>5 ECTS  | e.g. Inequality in Modern Society<br>5 ECTS    | e.g. Economics of Social Policy<br>5 ECTS           |                            |
| Microeconomics and Game Theory<br>5 ECTS                      | e.g. Advanced Communication Research<br>5 ECTS | Module 1<br>5 ECTS                                  |                            |
| Specific VWL<br>5 ECTS  | Module 2<br>5 ECTS                             | Module 2<br>5 ECTS                                  |                            |
| 30 ECTS   | 30 ECTS  | 30 ECTS   |                            |
| 120 ECTS – Standard duration of study: 4 semesters            |  |   |                            |

\* Students may choose from a wide range of additional modules and seminars in the field of socioeconomics. Refer to the module handbook for further details.

\*\* Students may choose from all elective modules offered at WiSo.

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Compulsory modules

Elective modules\*

Free elective modules\*\*

# MASTER'S PROGRAM IN BUSINESS EDUCATION



# MASTER'S PROGRAM



4 semesters



German



Starts in  
winter semester



Can be combined  
with a second  
subject



As part-time  
study possible

Business Education combines content from business and economics, business education, and the humanities and social sciences. Students may choose between two specializations to develop their own professional profile. The first specialization focuses on business education, business and economics. The second specialization combines modules in education, economics and business education with a second subject such as Information systems, English, French, Spanish, German or German as a professional language, Social studies, Mathematics, Sport, Protestant religious studies and Ethics (from winter semester 20/21). The second specialization may only be chosen by students who have completed modules worth 25 ECTS in their second subject as part of their Bachelor's program in Business Studies. It may not be taken by students from other subjects.

## PROGRAM STRUCTURE

In the first two semesters, students take the modules *Instructional Design for Vocational Education and Training I and II*, *Empirical Research in Vocational Education and Training* and *Diversity, Language and Inclusion as Challenging Aspects of Vocational Education and Training*. Students develop their knowledge in *Practice Studies* and the Business Education elective module. Each semester, further compulsory or elective modules related to the degree program or modules from the second subject are also covered in the study plan. Students complete their Master's thesis in the fourth semester. ah

**» In addition to increasing their knowledge, the degree program aims to promote students' personal development. Students should be able to identify their own strengths and weaknesses, to plan, pursue and evaluate their own professional and personal development.«**

## SKILLS

- Planning, evaluating and reflecting on teaching
- Analyzing, evaluating and designing educational concepts considering diversity, language and inclusion
- Preparing and conducting empirical research in business education
- Developing strategies for solving current problems in business education
- Advanced subject knowledge





**SELECTION CRITERIA**

- Academic degree in business and economics
- Prior knowledge of business education
- Research proposal on a given topic
- Selection interview

**CAREER PROSPECTS**

- Teaching position in business and administration
- Professional training and development
- Education professionals for HR development

**POTENTIAL EMPLOYERS**

- Vocational schools
- Companies



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**MASTER'S PROGRAM IN BUSINESS EDUCATION I (FULL-TIME)**

Study progress

| Semester 1  | Semester 2  | Semester 3  | Semester 4                 |
|---|---|---|----------------------------|
| Instructional Design for Vocational Education and Training<br>10 ECTS                                   | Instructional Design for Vocational Education and Training<br>10 ECTS | Elective module in Business Education<br>5 ECTS                       | Master's thesis<br>20 ECTS |
| Diversity, Language and Inclusion as Challenging Aspects of Vocational Education and Training<br>5 ECTS | Empirical Research in Vocational Education and Training<br>5 ECTS     | Practical Studies II<br>5 ECTS  |                            |
| Choice from 3 compulsory modules in business and economics<br>15 ECTS                                   | Compulsory modules in business and economics<br>5 ECTS                | Choice from 2 compulsory modules in business and economics<br>10 ECTS |                            |
|   | Elective modules in business and economics<br>10 ECTS                 | Elective modules in business and economics<br>10 ECTS                 |                            |
| 30 ECTS   | 30 ECTS   | 30 ECTS   | 30 ECTS                    |

**120 ECTS – Standard duration of study: 4 semesters**

**Compulsory modules in business and economics:**

- Change Management
- Technology and Innovation Management
- Accounting for Consolidated Financial Statements
- Controlling of Business Systems
- Business Strategy
- Business Ethics and Corporate Social Responsibility

**Elective modules in business and economics:**

- Healthcare Management
- Management of Industrial Companies
- Service Management
- Marketing Management
- Finance, Auditing, Controlling, Taxation
- Labor Market and Personnel

Compulsory modules in business education

Compulsory module in business and economics\*

Elective modules in business and economics

\* The examinations committee can approve further compulsory elective modules which are published in the module handbook.

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| MASTER'S PROGRAM IN BUSINESS EDUCATION II (FULL-TIME)  |  |  |                                   |
|--|--|--|-----------------------------------|
| Study progress   |  |  |                                   |
| Semester 1   | Semester 2   | Semester 3   | Semester 4                        |
| <b>Instructional Design for Vocational Education and Training</b><br>10 ECTS                                   | <b>Instructional Design for Vocational Education and Training</b><br>10 ECTS   | <b>Elective module in Business Education</b><br>5 ECTS<br><b>Practical Studies II</b><br>5 ECTS        | <b>Master's thesis</b><br>20 ECTS |
| <b>Diversity, Language and Inclusion as Challenging Aspects of Vocational Education and Training</b><br>5 ECTS | <b>Empirical Research in Vocational Education and Training</b><br>5 ECTS<br><b>Elective module in business and economics</b><br>5 ECTS | <b>Choice of 2 elective modules in business and economics</b><br>10 ECTS                               |                                   |
| <b>Second Subject*</b><br>15 ECTS  | <b>Second Subject*</b><br>10 ECTS  | <b>Second Subject*</b><br>10 ECTS  | <b>Second Subject*</b><br>10 ECTS |
| <b>30 ECTS</b>   | <b>30 ECTS</b>   | <b>30 ECTS</b>   | <b>30 ECTS</b>                    |
| <b>120 ECTS – Standard duration of study: 4 semesters</b>  |  |  |                                   |
| <b>Module requirements are set by the subject coordinator.</b>   |  | <b>Modules can be chosen from the compulsory modules in business and economics in Specialization I</b> |                                   |

- Compulsory modules in business education
- Compulsory module in business and economics\*
- Elective modules in business and economics

\* The examinations committee can approve further compulsory elective modules which are published in the module handbook.

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# PROFES- SIONAL DEVELOP- MENT

Completing professional training while working requires a great deal of motivation and commitment. WiSo has designed its programs with efficiency in mind and offers a modern approach combining academic knowledge and practical methodological skills with interdisciplinary strategies for management tasks.

- 102** Executive Master's program in Business Administration
- 104** Master's program in Marketing and Sales Management
- 106** Master's program in Digital Business
- 108** Master's program in Health Business Administration
- 109** Master's program in Health and Medical Management



# EXECUTIVE MASTER'S PROGRAM IN BUSINESS ADMINISTRATION



18 months



German



Starts in  
winter semester



Professional  
development



MBA



## SKILLS

- State of the art knowledge of management theory and practice
- Analytical and problem-structuring methods
- Analyzing problems and selecting alternative solutions
- Leadership, model and motivational behavior
- Ability to communicate and work in an intercultural team

The Executive MBA program at FAU will be entering its 18th year in winter semester 2021/2022 and has an excellent reputation for supporting and accelerating graduate careers. The program, which focuses on general management, is limited to 25 students per year and prepares students for a challenging role in an international career or broadens their existing management experience. Diversity is key to the success of the program and with hand-picked candidates from different backgrounds, training, age groups, sectors and professions there is plenty of opportunity for

exploring new perspectives and participating in inspiring discussions. Through this exchange, students often generate innovative strategies and creative solutions during attendance days that they can apply directly to their professional work. Graduates may use the prestigious title *Master of Business Administration (MBA)* which is an internationally sought-after qualification.

## PROGRAM STRUCTURE

The MBA is a professional development Master's program and starts each year on October 1 for a duration of 18 months. Classes are held during the first 14 months of the program. During this time, compulsory classes are conducted on 27 weekends: on Fridays from 3pm until 8pm and on Saturdays from 8am until 6pm. The introductory module *Management Fundamentals* is primarily targeted at non-financial candidates and aims to equip students with the economic knowledge required in the program. Core content is organized into the three modules *Leading, Acting and Analyzing*.

*Leading* focuses on the fundamental tasks of responsible management, examining business from a holistic perspective in terms of strategy, leadership and controlling.

*Acting* focuses on optimizing value added through corporate management in the core areas of marketing, operations and innovation.

*Analyzing* deals with analysis and controlling methods relevant to management. This involves analyzing and evaluating added value

and deriving actions for effective corporate management.

Students also have the opportunity to take part in a team-building trip to a European partner university, worldwide business field trips, personality assessments, company visits and informal lounge chats with prominent executives. After classes have finished, students have four months to complete their Master's thesis. Depending on their career goals students can choose three pathways to completing their thesis:

- Job Development: Practical project
- Business Development: Business plan
- Doctoral Degree: Academic thesis

kv/db

## BENEFITS

- Recognized academic degree
- Accelerated career development
- Efficient, goal and result-oriented training
- MBA awarded by a recognized academic institution
- International perspective
- Theoretical and practical focus
- Knowledge exchange with experts

## SELECTION CRITERIA

- Academic degree (at least a Bachelor's degree)
- At least one year of professional experience or long-term professional experience after completing a graduate degree
- Good knowledge of German and English
- Motivation, commitment, initiative and resilience



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# MASTER'S PROGRAM IN MARKETING AND SALES MANAGEMENT



4 semesters



German



Starts in winter semester



Professional development



MVM

Marketing and Sales Management is a professional development Master's program for Bachelor's graduates (including graduates without a degree in business and economics), as well as young professionals with initial work experience and a keen interest in marketing, sales and digital business. Students learn holistic thinking and are encouraged to sharpen analytical skills allowing them to reflect critically on academic and professional practice. In addition to ensuring that students are able to balance their studies with their work, the program offers an opportunity to learn in small groups in an interactive and practice-oriented setting. The program always starts in the winter semester.

cluding the recognition of professional skills and the program consists of compulsory, elective, practical and specialization modules. While compulsory modules ensure a uniform level of fundamental knowledge in the field of strategic and operational market development, elective modules deepen theoretical knowledge and skills acquired at the start of the program. Compulsory modules include topics such as managing marketing assets (customer relations and brands), managing digital marketing and sales activities, as well as data analytics. In practical modules, students apply what they have learned to reinforce their knowledge and skills. At the end of the program, students take specialization modules which consist of the Master's thesis and seminar and focus on solving a business problem in their chosen specialization of either marketing or sales. Graduates are awarded a Master of Science degree which is recognized internationally. Specializations (Marketing or Sales) are indicated on the degree certificate.

af/db

## SKILLS

- Knowledge and skills in marketing, sales and digital business
- Interpersonal skills including presentation methods
- Leadership skills

## PROGRAM STRUCTURE

The program begins in October each year and lasts for one and a half years. Compulsory classes are held throughout the year, generally every two to three weeks on Fridays and Saturdays. Examinations are conducted throughout the program and methods of assessment may include written examinations, written assignments, case studies or presentations. Students earn a total of 120 ECTS in-

## BENEFITS

- Recognized academic degree (M. Sc.) and pathway to studying a doctoral degree
- Greater opportunities for career development
- Earlier career entry and more practical than a full-time Master's degree
- Higher earning potential
- Alumni network in many sectors



## SELECTION CRITERIA

- Academic degree in business and economics, a related subject, or an equivalent degree
- At least one year of professional experience (through an internship, placement or work experience) before the program starts
- Good knowledge of English
- Strong application (application form, letter of motivation, CV, certificates, proof of relevant experience)

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# MASTER'S PROGRAM IN DIGITAL BUSINESS



18 months



German



Starts in  
winter semester



Professional  
development



MDBA



Digital Business is a professional development Master's program that prepares managers for the opportunities and challenges of digitalization and data science in a globally competitive field. Graduates are awarded the title Master of Digital Business Administration (MDBA). In 18 months, students learn important digital skills in the areas of Management, Computer Science, and Security and Law through practical and interactive study. All modules were developed exclusively for the MDBA program and focus entirely on digital business. Digital strategy, leadership and transformation processes are key aspects of the program, as are the digitalization of business models, value added chains and processes. Further areas covered in the program are digital technology,

artificial intelligence, Internet of Things, Big Data analytics, digital sales and marketing, IT security and law, all of which are taught by experts from academia and industry.

## SKILLS

- In-depth and interdisciplinary knowledge in management, digital technology, computer science and data security and law
- Management, business and digital skills
- Ability to manage digital transformation processes

## PROGRAM STRUCTURE

Students become familiar with developing digital strategies, key concepts of digitalization and strategic management in the module *Digital Strategy and Leadership* at the start of the program. In the following module, *Digital Transformation and Projects*, students learn how to implement digitalization projects in practice. It also covers how to deal with problems in the implementation process from technical and usability perspectives. In *Digital Technologies and Application* students explore individual technologies and learn concepts, methods and approaches for developing user-friendly solutions. As it is becoming common practice for companies to utilize data that are too large or complex for conventional database systems, methods and technologies for processing, integrating and analyzing big data are explored in the second methodological module *Business Analytics and Data Science*. Subsequent modules focus on specific functions of digital business, for example *IT Security and Law* covers the foundations of IT security, cryptography and IT law. *Digital Innovation and Business Models* deals with digital concepts for innovation management. Students apply this knowledge by working in teams to design, present and evaluate their own creative and innovative ideas. *Digital Processes and Services* explores the field of process mining for data-supported business process analysis. In *Digital Marketing*, students learn concepts, approaches and tools for marketing and sales in a digital age.

Through current case studies, training sessions, simulations and a digital field trip, students have plenty of opportunity to acquire practical skills. Students can work on a practical business problem of their own choosing for their Master's thesis. Three classes are held for each module on Fridays and Saturdays, allowing students to complete their degree and earn the title MDBA alongside their professional work.

kv/db/af

## SELECTION CRITERIA

- Academic degree worth 180 ECTS (Bachelor's program and above)
- At least one year practical experience during or after the first degree by the start of the MDBA program
- Good knowledge of English and German
- Strong application (application form, letter of motivation, CV, certificates, proof of relevant experience)

## BENEFITS

- Recognized academic degree (MDBA) and pathway to studying a doctoral degree
- Greater career opportunities in digital business
- Interdisciplinary and practical program



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# MASTER'S PROGRAM IN HEALTH BUSINESS ADMINISTRATION



4 semesters



German



Distance learning



Professional development



MHBA

Healthcare is a growth sector in Germany and many professions in this sector require highly specialized training. As resources must also be used efficiently in the healthcare sector an interdisciplinary education and specialist knowledge of business and economics are becoming more important. This degree program is designed especially for healthcare professionals who do not have a background in economics (e.g. doctors, pharmacists, nursing specialists, medical engineers). It aims to provide specialists and managers in all areas of healthcare with advanced knowledge of business administration through a distance learning degree program for working professionals that leads to the degree Master of Health Business Administration (MHBA).

## PROGRAM STRUCTURE

The degree program includes 60 scripts that are spread over semesters one to three. Each script takes one week to complete. In the first and second semester, participants are introduced to economic theory and business administration and gain a broad overview of the healthcare sector. In the third semester, participants gain in-depth knowledge in specific areas of healthcare and may choose two specializations from outpatient care, inpatient care and pharmaceutical management. Participants complete their Master's thesis in the fourth semester.

yc

### SELECTION CRITERIA

- An academic degree in any subject with a standard duration of at least eight semesters (240 ECTS) or alternatively six semesters (180 ECTS), in which case applicants must pass the suitability assessment examination
- At least two years of relevant work experience in a position of responsibility involving management, planning or controlling at a private or public company, association or administrative body after having completed a first degree



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# MASTER'S PROGRAM IN HEALTH AND MEDICAL MANAGEMENT



4 semesters



German



Distance learning



Professional development



MHMM

Master Health and Medical Management (MHMM) is a distance learning professional development program based on selected content in medicine that is suitable for healthcare professionals. The aim for graduates is not to be able to practice medicine, but to gain the specialist knowledge they require to understand medical procedures. Students gain an understanding of principles and related contexts in medicine and learn how to evaluate different alternatives with respect to their advantages and disadvantages.

This enables them to discuss topics with medical specialists on equal footing. The distance learning program equips students to make decisions that must necessarily balance cost efficiency and medical effectiveness through a fundamental understanding of diagnostics, therapy and theoretical knowledge of medicine and pathology.

## PROGRAM STRUCTURE

The program covers fundamental aspects of medicine, diagnostics, therapy and pharmacology over four semesters. Participants learn from scripts that reflect the current state of scientific knowledge and clinical experience. As the program focuses on theoretical knowledge of medicine, practical exercises are not covered. In each of the first three semesters, participants must complete a three-day attendance phase at the School of Business, Economics and Society. Participants complete their Master's thesis in the fourth semester.

yc

### SELECTION CRITERIA

- An academic degree in any subject with a standard duration of at least eight semesters (240 ECTS) or alternatively six semesters (180 ECTS), in which case applicants must pass the suitability assessment examination
- At least two years of relevant work experience in healthcare at a private or public company, at an association or in administration



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# SERVICES

When students need guidance or support, the School of Business, Economics, and Society has a broad range of services that can help. The International Office and the Language Centre can assist students in preparing for stays abroad. The Career Service and Alumni network (afwn e.V.) support students with practical advice in professional contexts. Sharing ideas and experiences is an essential part of these activities.

- 112** Language courses
- 114** Study abroad
- 116** Report from a semester abroad
- 118** WiSo Career Service
- 120** Mentoring program for Bachelor's students
- 121** WiSo Coach program
- 122** Buddy program
- 123** WiSo alumni association





# LANGUAGE COURSES

Students at WiSo benefit from professional language training taught by native-language tutors in several languages. Language courses at WiSo are offered by the Foreign Languages Department in Nuremberg (FAN) which is part of the Language Centre.

## COURSE LEVELS

The Language Centre offers a broad range of language courses at different levels. However, English is only offered at higher levels as applicants are expected to have previous knowledge of English from their school education. Course levels are indicated based on two certification frameworks.

## UNICERT®

UNICERT® is an international certification framework for foreign language training at universities. It ensures that course levels can be compared and that students can demonstrate their language skills by acquiring a certificate.

## CEFR – COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES

The CEFR is a skills framework adopted by the Council of Europe that promotes student mobility and makes comparing foreign language skills across Europe possible.

## EXISTING LANGUAGE SKILLS FROM SCHOOL

The level of language skills learned at school depends on how long students have learned a language and their individual ability. The Foreign Languages Department in Nuremberg offers placement tests in the last week of the lecture-free period and the first week of the lecture period to assess individual language skills and ensure students take courses at the right level. Students need to take a placement test before registering for a course on: [www.sprachenkurse.fau.de](http://www.sprachenkurse.fau.de)



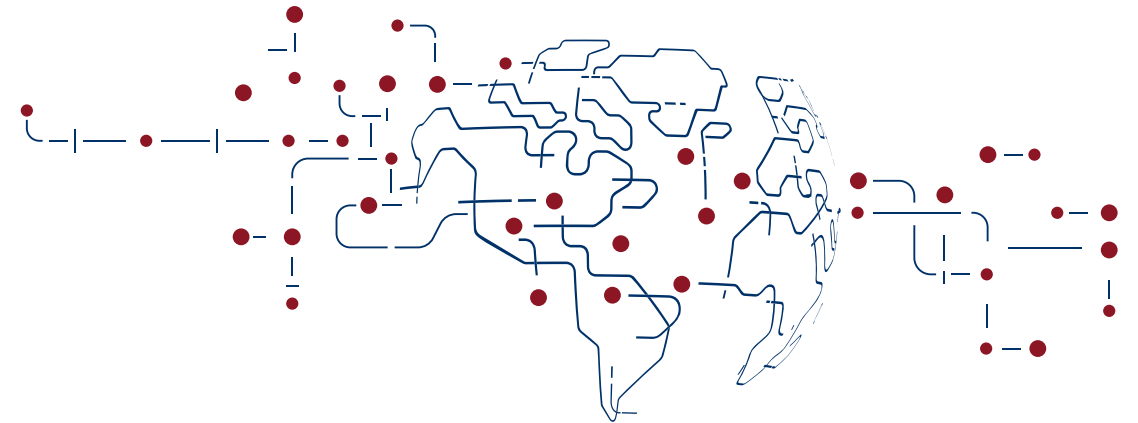
## UNICERT LEVELS AND CEFR LEVELS

- **UNICert® Basis (A2 CEFR):**  
Basic knowledge of the language
- **UNICert® I (B1 CEFR):**  
Advanced basic knowledge of the language
- **UNICert® II (B2 CEFR):**  
Advanced knowledge of the language
- **UNICert® III (C1 CEFR):**  
In-depth knowledge of the language
- **UNICert® IV (C2 CEFR):**  
Not offered at WiSo



## LANGUAGES

- Chinese
- English
- French
- Italian
- Portuguese
- Russian
- Spanish
- Swedish
- Turkish
- German as a foreign language



## PLACEMENT TEST AND LANGUAGE COURSE REGISTRATION

After students have taken a placement test to determine their individual language skills, they can register for language courses online.

- Students can register for English and Spanish courses via [www.studon.fau.de](http://www.studon.fau.de)
- For all other languages, students can register on [www.sprachkurse.fau.de](http://www.sprachkurse.fau.de)

## FOREIGN LANGUAGE TRAINING IN DEGREE PROGRAMS

In the *Foreign Languages* module, Bachelor's students take two courses worth two SWS each or one course worth four SWS in a foreign language chosen from Chinese, English, French, German as a foreign language, Italian, Portuguese or Spanish. Although students can only take English at UNICert® III level, they may choose any level for all other languages. International Business Studies students must also take courses in a second foreign lan-

guage at any level worth 4 SWS. Socioeconomics students taking the International specialization must also take courses in another foreign language worth 8 SWS at any level. In addition to the compulsory *Foreign Languages* module, students may also take language courses as a key qualification and can choose from all language courses available from the FAU Language Centre in Erlangen and Nuremberg. In these language courses, students can develop their language skills for studying, professional work and international qualifications.

▶ FURTHER INFORMATION  
Language Centre  
Foreign Languages Department  
in Nuremberg

- Room LG 2.428
- ☎ Phone: 0911/5302-414
- ✉ E-mail: [fan-infotheke@fau.de](mailto:fan-infotheke@fau.de)
- 🌐 <https://sz.fau.de>

# STUDY ABROAD

Asia, America, Africa or Europe – with approximately 140 partner universities, WiSo offers students exciting opportunities to complete part of their program in another country.



## GOING ABROAD

Exchange students spend a semester abroad at a partner university. This option tends to be less expensive and requires less individual planning, as tuition fees are usually not charged. Exchange students must choose from the 140 FAU partner universities. It is also possible to take part in a direct exchanges organized by the faculties, but these may be restricted by subject. Free movers can also apply to a university of their own choice (usually subject to tuition fees) and must organize all administrative matters and learning agreements themselves. Although this option requires long-term planning and individual commitment, students have even greater freedom in choosing study destinations.

tional cases, such as studying in southern hemisphere countries where the academic year begins in March. At European universities, studying abroad in the summer semester can lead to examination conflicts due to different lecture periods.



## RECOGNITION OF EXAMINATION ACHIEVEMENTS

Learning agreements must be concluded with program coordinators at both universities before students study abroad for the degree program coordinator to recognize examination achievements on the student's return.



## DURATION

To allow adequate time for taking subject courses, learning a language and sharpening intercultural skills, students are recommended to spend one to two semesters abroad.



## ORGANIZATIONAL ASPECTS OF STUDYING ABROAD

Students may be granted a leave of absence for studying abroad. However, if students obtain more than 25 ECTS in this period, the semester abroad will count as a semester that they have studied at university. A maximum of 60 ECTS can be recognized. Students are not required to pay tuition fees at FAU during a leave of absence and this also applies to most partner universities.



## WHEN TO GO

Bachelor's programs are designed for students to study abroad in the fifth or sixth semester. Studying abroad in the second year of the program is only recommended in excep-



## APPLICATIONS AND FURTHER INFORMATION

The International Day is held at the beginning of November. During the event, WiSo and the International Office offer talks, workshops, alumni chats and an information exchange to help students organize their stay abroad. Experts and coordinators also give students tips on planning a stay abroad, exchange programs, internships, double degrees, scholarships, BAföG for studying abroad and language tests. A series of talks is also held in the summer semester. Applications for studying abroad can be submitted to the International Office from mid-December.

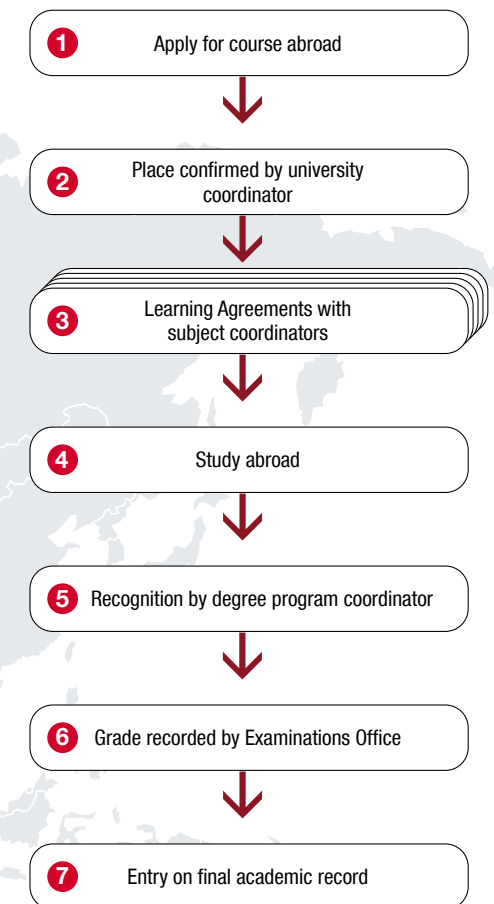


## LAST MINUTE PLACES

At the beginning of the summer semester, students may still apply for remaining places: these last-minute places are awarded by the International Office via the procedure described.



## RECOGNITION OF ACHIEVEMENTS EARNED ABROAD



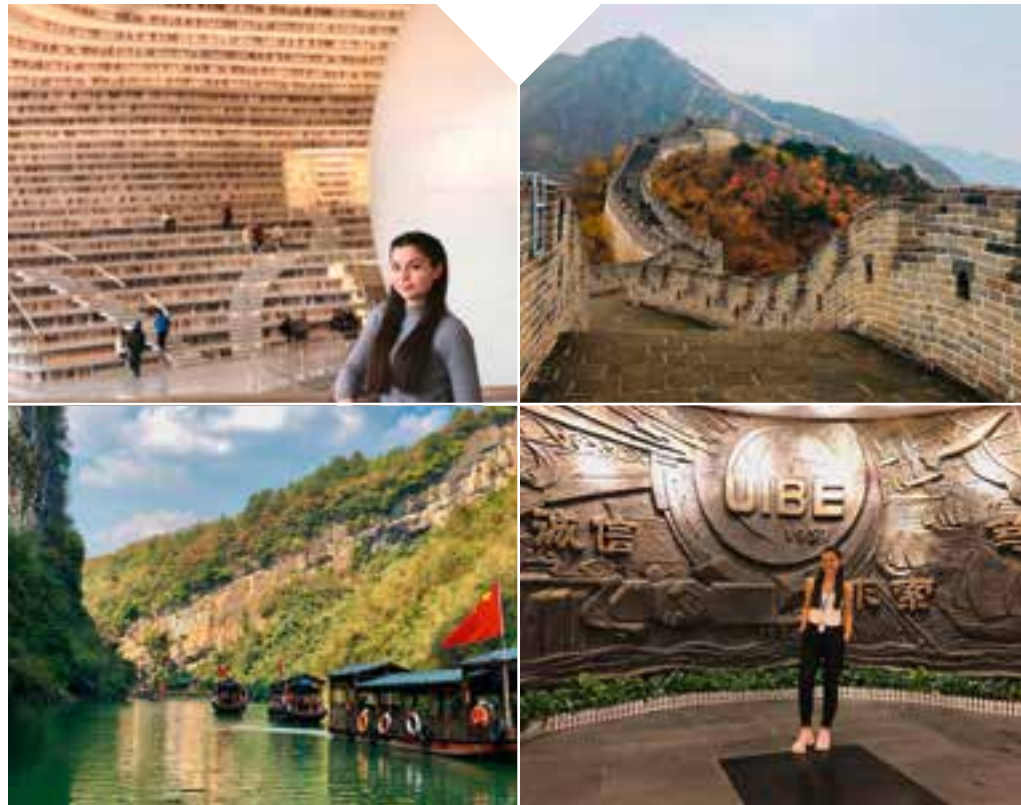
## 140 PARTNER UNIVERSITIES ON ALL CONTINENTS

Argentina • Belgium • Bolivia • Brazil • Burkina Faso • Canada • Chile • China • Colombia • Costa Rica • Croatia • Denmark • Finland • France • Greece • Iceland • India • Ireland • Italy • Japan • Mexico • Norway • Paraguay • Portugal • Russia • South Africa • South Korea • Spain • Taiwan • Thailand • United Kingdom • Uruguay • USA • Vietnam • ...and many more!

- ▶ FURTHER INFORMATION
- 📄 **International Office**
- 📍 Room LG 2.232
- 📞 Phone: 0911/5302-627
- ✉ E-mail: [wiso-international@fau.de](mailto:wiso-international@fau.de)
- 🌐 [www.ib.wiso.fau.de/en/](http://www.ib.wiso.fau.de/en/)

# A SEMESTER IN THE METROPOLITAN CITY OF BEIJING

Birsen spent her semester abroad at the University of International Business and Economics (UIBE) in Beijing. Although she is originally from Bulgaria and her studies in Germany are already more or less an international experience, she opted to broaden her horizons even further and chose Beijing as her first preference.



**»My decision to study in China was strategic and well thought-out«,**

says Birsen: the 22-year-old student was fascinated to learn how people live in the capital of the world's fastest developing economy. After making it through the applications process

ahead of the competition, Birsen travelled to China at the end of August and started her unusual adventure. At first she didn't speak a word of Chinese, which made it challenging to get used to the new environment. As there were no spaces available in the university accommodation, Birsen was allocated a room in a hotel that collaborated with the university.

**»The semester was an unforgettable experience in which a completely new world opened up for me. It has made me a much stronger person. Through international encounters, I have gained a much better understanding of our diverse and globalized world.«**

**Birsen Alimanova**  
WiSo student

**»In the beginning, it was strange to think that I would be living in a hotel room for the next few months«,**

says Birsen. "But actually things worked out pretty well". Although the university and general organization seemed chaotic and intimidating, Birsen quickly managed to settle in. In the university context, tenacity and perseverance were skills that she had to learn quickly. After all the organizational work had been done, life became considerably easier. Birsen opened a bank account, installed WeChat and was able to get fully involved in the life of Beijing. Her Chinese lessons were exciting, proactive and practical. In the classroom, there was much discussion about the history and situations of various countries. Birsen used her time outside the classroom to discover culture, art and cuisine. She found heritage sites including temples, monuments and the

Great Wall of China particularly impressive. Birsen also volunteered as part of the 70th anniversary of diplomatic relations between the Republic of Bulgaria and the People's Republic of China. Being part of an international university setting allowed Birsen to develop intercultural skills and empathize with others. Life in Beijing helped Birsen to leave her comfort zone and immerse herself in a completely new and foreign world.

- FURTHER INFORMATION**
- International Office**
  - Room LG 2.232
  - Phone: 0911/5302-627
  - E-mail: [wiso-international@fau.de](mailto:wiso-international@fau.de)
  - [www.ib.wiso.fau.de/en/](http://www.ib.wiso.fau.de/en/)

# WiSo CAREER SERVICE

The Career Service is a gateway to the professional world for students of the School of Business, Economics and Society and also liaises with partners from industry, society, university institutes and research institutions.

## ABOUT THE CAREER SERVICE

The Career Service at the School of Business, Economics and Society provides students with subject-specific information and advice on finding a job and planning a career. This includes services for developing professional

and social skills, insights into professional fields and mediating important contacts.

Its services are aimed at enhancing students' career opportunities and ensuring that they have a successful start to their careers.

## CONSULTATION AND SUPPORT FROM THE CAREER SERVICE

### Seminars and talks

- Seminar program: "Soft skills" and "Job applications and career entry"
- Practical workshops where companies provide professional insights
- Brown Bag Talks: Alumni and experts talk about their professional experience.

### Information events

- Career Day: Information day and company fair

### Mentoring programs

- Mentoring program for Bachelor's students: Professionals from partner companies are paired with Bachelor's students
- WiSo Coach program: Alumni from the region support Master's students

### Advisory services

- Application portfolio checks: Individual advice and tips on application documents
- Individual advice: The Career Service can answer questions about career pathways and professional work

### Modules

- Career skills
- Simulation game on starting a career
- Elective module "Subject-specific internship": Students can apply for recognition of an internship or a student traineeship

### Job vacancies

- [www.stellenwerk-erlangen-nuernberg.de/en](http://www.stellenwerk-erlangen-nuernberg.de/en)



## CAREER DAY

Whether you are new to WiSo or about to graduate – the Career Day has something to offer for everyone! Every year in the summer semester, both regional and international companies give presentations at the event and provide information on the topics of job applications and successful career entry. On Career Day, professionals are invited to share their professional experience by giving talks and taking part in workshops. The extensive program also includes individual CV checks and expert lectures. Students also have the opportunity to make direct contacts with potential employers. At the second Digital Career Day 2021, attractive employers such as Allianz, Baker Tilly, DATEV, Deloitte, Hartmann AG, Henkel, HUK-Coburg, IRI, KPMG, Umwelt-Bank, PwC and Rödl & Partner took part in lively discussions. In the digital Career Lounge, students who were interested in individual companies could have one-on-one discussions with HR managers who were on hand to answer their questions about entry-level opportunities and exchange contact details. Taking part is always worthwhile for students because everyone has to apply for a job or internship at least once in their lives.

## CAREER DAY OFFERS

- Expert talks
- Workshops
- Company fair
- Career lounge
- CV checks
- JobSalat
- Job wall for students and graduates
- ...and much more!

- ▶ FURTHER INFORMATION  
Career Service newsletter  
[www.career.wiso.fau.de](http://www.career.wiso.fau.de)  
The Career Day program will be published online on:  
[www.careerday.wiso.fau.de](http://www.careerday.wiso.fau.de)  
[@fau\\_wiso\\_career](https://www.instagram.com/fau_wiso_career)

# MENTORING PROGRAM FOR BACHELOR'S STUDENTS

Bachelor's students have ample opportunity to learn from professional experience in a mentoring program that is especially designed for them.

Launched in 1998, the mentoring program is far more extensive than an internship or traineeship. For one semester, company representatives become practical mentors for students, mediate contacts with executives, involve students in project work, advise on the choice of study priorities and career issues, and later supervise practical or study-related work. By taking part in the program, students can work together with companies and organizations to solve real-world problems during their studies. Companies and students can decide flexibly when and for how long they want to work together in the mentoring program. At the start of the program, the Career Service organizes a kick-off event followed by a networking exchange where students have the chance to meet professionals and discuss arrangements for a mentorship. That evening,

company representatives and students hand in their wish lists with the names of the applicants or companies of interest to them. Based on the wish lists, the Career Service assigns the students to mentors so that they can finalize the details of the mentorship including expectations, duration and activities, as soon as possible. The mentoring program ends with an official closing event in October.

## CORPORATE PARTNERSHIPS 2021

- **Accenture GmbH:** Management and strategy consulting, technology and outsourcing
- **Bissantz & Company GmbH:** Software company and business intelligence
- **Deloitte GmbH:** Auditing, risk, tax and financial consulting
- **Ernst & Young GmbH:** Auditing, tax, legal and management consulting
- **Iri GmbH:** Market research, Big Data analytics and cloud technologies
- **KPMG:** Auditing, tax and management consulting
- **msg systems AG:** IT consulting and software development
- **Munkert & Partner:** Tax advice, legal advice and auditing
- **NÜRNBERGER Versicherung:** Insurance
- **PSYMA GROUP AG:** Market research
- **Rödl & Partner GmbH:** Legal, tax, corporate and IT consulting
- **TeamBank AG:** Financial sector



- ▶ **FURTHER INFORMATION**  
The application period starts at the beginning of the summer semester.
- Michael Otto, Hanna Walch
  - Phone 0911/5302-678
  - E-mail: [wiso-career-service@fau.de](mailto:wiso-career-service@fau.de)
  - [www.career.wiso.fau.de](http://www.career.wiso.fau.de)

# WiSo COACH PROGRAM

The WiSo Coach program creates a partnership between Master's students and alumni who have successfully established themselves in their profession.



"Everyone can benefit from the WiSo Coach program, whether they want to learn more about themselves or the right professional field for them," says Renate, a Master's student in International Business Studies. Renate took part in the WiSo Coach program for career planning advice and tips on how to get her career off the ground. Renate's mentor is an HR professional employed by the city of Nuremberg, an area which matches Renate's professional interests. "I am even more interested in this profession now and plan to do an internship," says Renate. During the mentoring relationship, Renate also discussed her application documents with her mentor. She particularly wanted to know how to market her own strengths and weaknesses in a job application and to learn more about how assessment centres work. "You rarely get the opportunity to ask an experienced HR manager for their opinion on job applications," says Renate.



- ▶ **FURTHER INFORMATION**  
The application period starts at the beginning of the summer semester.
- [www.coach.career.fau.de](http://www.coach.career.fau.de)
  - Michael Otto, Hanna Walch
  - E-mail: [wiso-coach@fau.de](mailto:wiso-coach@fau.de)

# HELP STARTING OUT

The WiSo buddy program offers new students the opportunity to network with contacts from higher semesters and get answers to questions they may have about studying at WiSo.

Where are the student restaurants? How can I activate my library card? When do I have to register for exams? New students have plenty of questions. WiSo set up a clever initiative to help students get started way back in 2009: from the simulation game onwards, 25 to 30 students share a buddy from a higher semester, who can answer their questions and show them around the university and the city. The project was set up at the request of students who wanted more help starting out at WiSo. New students can now ask for help and stay in touch with their buddies and fellow students via e-mail, telephone, and online platforms such as StudOn and facebook. Buddies regularly organize group meetings where students can meet up in a casual and relaxed atmosphere and share what's on their mind. "We hold meetings both at the university and in nearby pubs or bars, depending on the occasion. At the beginning, we mainly talk about organizational things like examination registration and other areas of academic life where students might need help. "Once we've got that out of the way, there's lots of time to relax, socialize and get to know new faces," says Julian Grümmer, who coordinates the program. Buddies remind new students of important dates and also share their own experiences of studying at WiSo. In the past, buddies have helped new students draw up study plans for the upcoming examinations. This support was particularly well received by the

new students: "This gives you an idea of what to expect and which examinations might be a little tricky, when to start learning, and how to learn." Many students also saw the monthly meetups for all groups as a great opportunity to get to know other students and the city better. In the winter semester 2020/21, the hybrid buddy program helped new students to find their way around another virtual semester. New students starting out on their first online semester were able to ask questions and meet other students in Zoom meetings arranged especially for them. Feedback from previous buddy programs is reviewed to offer students the best possible start into academic life in future years. Positive feedback and critical suggestions from the buddies and new students are taken into account equally.



- ▶ FURTHER INFORMATION
- 🗨️ Julian Grümmer, M. Sc.
- 📍 Room LG 5.445
- ✉️ E-mail: [wiso-mentoren@fau.de](mailto:wiso-mentoren@fau.de)
- 🌐 [www.wiso.fau.de/mentoring-program-for-new-students](http://www.wiso.fau.de/mentoring-program-for-new-students)

# CONTACTS FOR LIFE

Graduating is just the beginning of building a successful career. Those who have a diverse network of contacts to fall back on are definitely at an advantage in their professional life. WiSo welcomes all graduates to its alumni association (afwn e.V) which students can even benefit from before finishing their degree.

The association has around 1,300 members including individuals and companies affiliated with WiSo. It was set up to promote sharing ideas and experience at the School of Business, Economics and Society and during events such as the WiSo Career Day. The alumni association also contributes to the bi-annual graduation ceremonies, guest lectures and promoting young researchers in the WiSo coach program for Master's students. Anyone who would like to connect with alumni during and after their studies and support WiSo may become a member of the alumni association. Memberships are free of charge for students and graduates for up to one year after completing their studies.

» *Maintaining contacts through alumni associations is easy, informal and inexpensive. WiSo's alumni association benefits students, alumni and companies in the region*«



Rainer Ostermeyer,  
Prof. Dr. Matthias Wrede  
Chair of the alumni association

- ▶ FURTHER INFORMATION
- 🗨️ Rainer Ostermeyer
- 🗨️ Prof. Dr. Matthias Wrede
- 📍 Room LG 2.221
- 📞 Phone: 0911/5874-103
- ✉️ E-mail: [info@afwn.de](mailto:info@afwn.de)
- 🌐 [www.afwn.de](http://www.afwn.de)

**afwn**  
Alumni & Freunde  
WiSo Nürnberg e. V.

# DISCOVER NUREMBERG

It's important not to miss out on enjoying life while you are studying in Nuremberg. The city has an unmistakable flair and many unforgettable experiences in store for both culture enthusiasts and night owls. With a medieval ambience and modern urban lifestyle, Nuremberg is an ideal setting to enjoy life outside of university.

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- 128** Entrepreneurial culture at WiSo
- 130** Exploring Nuremberg
- 134** Living in Nuremberg
- 136** Student's representatives and student initiatives



# WHY WiSo?



The WiSo campus is located right in the center of Nuremberg in one of the most important economic regions in Germany. With more than 20 degree programs, WiSo has one of the most diverse range of subjects in German-speaking countries. Studying at WiSo is an excellent choice for studying Bachelor's or Master's programs, full-time or part-time or as a working professional. The short distance to the center of Nuremberg makes it easy for students to gain a foothold in their new home, find friends and discover what's on throughout the region. Anna Aumer began studying Business Studies at WiSo in the winter semester. Although she could have chosen two other locations, the 24-year-old opted for Nuremberg. And she hasn't looked back since.

### **WHAT DO YOU THINK ABOUT THE RANGE OF SUBJECTS OFFERED AT WiSo?**

I decided that I wanted to specialize in Business Education, but at the beginning everything was a bit overwhelming. Fortunately, everything new students needed to know was explained in the first week in the simulation game. Having a study plan that is tailored to my needs is very helpful when I have to sign up for classes.

### **WiSo HAS PLENTY OF OPPORTUNITIES FOR STUDENTS TO GET INVOLVED. ARE YOU PLANNING TO JOIN ONE OF THE INITIATIVES?**

At the beginning of the semester, student associations and initiatives including FSI, AIESEC for stays abroad and RCDS introduced themselves and invited us to take part. It all sounded very interesting, and I would also like to get involved in the second semester once I have settled in.

### **HOW DOES THE LOCATION OF THE WiSo CAMPUS BENEFIT YOU?**

WiSo is right in the middle of the city. A campus university has the advantage that you don't have to travel far between faculties and departments. Being close to the city center means that you can get on with other things after you finish studying for the day, without having to go far.

### **WHAT ATTRACTS YOU TO THE NUREMBERG METROPOLITAN REGION?**

I like the university, the city and the lifestyle here. I didn't want to go to Munich because the city was too big for me. I don't feel like I'm missing out here. I am very much looking forward to the summer, the city parks like Wöhrder Wiese – and the Berg festival in Erlangen, which I have heard a lot about. During the simulation game week, the buddies also showed us some of the nightlife in Nuremberg. Of course, I am also looking forward to that.





# ENTREPRENEURIAL SPIRIT

WiSo graduates are highly-sought after by employers for their practical knowledge and experience. But the same practical skills are also the perfect basis for students to start their own company. WiSo and several partner organizations in the Nuremberg Metropolitan Region offer programs and initiatives for start-ups and entrepreneurs.

After finishing a Bachelor's or Master's program at WiSo, graduates often ask themselves what's next. A career in research? Starting out at a regional or global company? The direct practical relevance of WiSo programs and close partnerships with industry offer the best opportunities for launching a graduate career. But they are also a strong grounding for graduates to start their own company.

Graduates with ambition and entrepreneurial spirit can count on a wide range of support. The following list covers institutions, programs and initiatives that the university has either set up itself for founders and young entrepreneurs or in which it is significantly involved.

## UNIVERSITY PROGRAMS AND COLLABORATIVE PROJECTS

### FAU Start-up Service

The FAU Start-Up Service advises and accompanies founders at FAU from the initial idea to market entry. The start-up service offers all students free advice, help with applications for grants & funding, as well as competitions and other events.

- ✉ [zuv-gruenderbuero@fau.de](mailto:zuv-gruenderbuero@fau.de)
- 🌐 [www.fau.eu/successful-start-ups](http://www.fau.eu/successful-start-ups)

### EXISTENCY

'Existency' is the new platform for entrepreneurs from universities and research institutions in the Middle Franconia region. In this joint project, FAU, TH Nürnberg and Ansbach University of Applied Sciences support academic start-ups in successfully implementing their business idea. ZOLLHOF Tech Incubator and the Center for Electronics Systems are partners of the Existency platform.

- ✉ [existency@fau.de](mailto:existency@fau.de)
- 🌐 [www.existency.de](http://www.existency.de)

### FAU Digital Tech Academy

The FAU Digital Tech Academy is the interdisciplinary hub for digitalization and entrepreneurship at FAU. Here, students can acquire methodological knowledge and practical experience for realizing digital innovations. Once a year, the interdisciplinary and extracurricular FAU Digital Tech Fellows Program selects 20 hand-picked talents to become 'digital changemakers'. The selected students and doctoral candidates work on digital start-up projects in a business design sprint lasting 12 weeks. The DTA also offers events and workshops on the topics of entrepreneurship, digitalization and innovation.

- ✉ [dta@fau.de](mailto:dta@fau.de)
- 🌐 [www.dta.fau.de](http://www.dta.fau.de)

### 5-euro business

Starting a business with a capital of just five euros in one semester might sound tricky but that's exactly what students from different subjects do in the 5-euro business competi-

tion. The teams are accompanied by executives from local companies and benefit from expertise in marketing, project management and law in seminars. During the finals, the student teams present their work and compete for the top places at their university or college.

- ✉ [erlangen-nuernberg@5-euro-business.de](mailto:erlangen-nuernberg@5-euro-business.de)
- 🌐 [www.5-euro-business.de/standorte/erlangen-nuernberg/](http://www.5-euro-business.de/standorte/erlangen-nuernberg/)

## SUPPORT FOR START-UPS FROM COLLABORATIVE PARTNERS

### ZOLLHOF Tech Incubator

ZOLLHOF is one of the fastest-growing incubators in Germany and has a close partnership with WiSo. It focuses on supporting young technology companies and digital innovators. The 30 teams currently based at ZOLLHOF can access the infrastructure that a young company needs: cost-effective office space, broadband Internet, cloud access, and much more. A team of 20 experts are also available to advise technology start-ups in programming, design, financing and legal issues. Young entrepreneurs also benefit from contacts to business and industry, research and other start-up initiatives.

- ✉ [hello@zollhof.de](mailto:hello@zollhof.de)
- 🌐 [www.zollhof.de](http://www.zollhof.de)

### JOSEPHS® Innovation Lab

FAU and Fraunhofer IIS have created a unique innovation laboratory with JOSEPHS® in the center of Nuremberg where companies can invite visitors to test their services or products. In this way, companies can gather direct feedback and suggest how products and services could be developed. This innovative concept of co-creation between developers and users is particularly useful for young companies and start-ups.

- ✉ [info@josephs-innovation.de](mailto:info@josephs-innovation.de)
- 🌐 [www.josephs-innovation.de](http://www.josephs-innovation.de)

### Founders' Initiative Middle Franconia

WiSo and the Nuremberg Chamber of Commerce work together closely and their collaborations include an agreement for cooperative degree programs. The Chamber also supports young graduates who want to launch their own business idea. In 2011, the Chamber of Commerce and other partner organizations, including the ZOLLHOF, launched the start-up initiative Founders' Initiative Middle Franconia, which advises entrepreneurs and arranges loans.

- ✉ [yvonne.stolpmann@nuernberg.ihk.de](mailto:yvonne.stolpmann@nuernberg.ihk.de)
- 🌐 [www.gruenderinitiative-mittelfranken.de](http://www.gruenderinitiative-mittelfranken.de)

## ENTREPRENEURIAL CULTURE AT WISO

WiSo has seeded many well-known business start-ups. Perhaps most famous and among the first is the *GfK Society for Consumer Research*, which was founded in 1934 by Wilhelm Vershofen and is today the largest market research institute in Germany. *DATEV*, founded in 1966 by Dr. Heinz Sebiger, who studied business and economics in Nuremberg, is just as well-known today. The *Global Savings Group*, an e-commerce partner for leading publishers, and *Communication Ads*, Germany's fastest-growing start-up, are also the work of WiSo graduates. Other companies associated with WiSo include: ZOLLHOF, Flixbus, Hotel.de, BISSANTZ, Rödl & Partner, Streetspotr, Amoonic, Ecosia and primoza.



# EXPLORING NUREMBERG

Rich in culture, history and art.

## A HISTORICAL PLACE TO STUDY

Although more than 90 percent of the center of Nuremberg was destroyed by bombing at the end of the Second World War, there are still many examples of historical architecture around the city. The magnificent Imperial Castle, which is shown on the city logo, is now more than 900 years old and the historic center still gives an idea of what the city looked like hundreds of years ago. There's a long list of historic sights to visit in Nuremberg, including the city wall, impressive churches and medieval half-timber framed houses.



532.331 (2020)



Bavaria's second largest city



Economic and industrial hub



Center for trade fairs and expos



## ARTS AND CULTURE

The cultural scene of Nuremberg is flourishing and there's always something happening. While art lovers can enjoy visiting the many museums in Nuremberg, the Documentation Center in the south of Nuremberg is an ideal destination for people who are interested in history, offering a comprehensive impression of the National Socialist regime and the history of the Nuremberg Rallies. Concerts are held frequently at the Meistersingerhalle, Frankenhalle and Tafelhalle. The opera house, the theater, open air concerts, galleries and workshops are also part of Nuremberg's extensive cultural program.

The cultural diversity of the city is particularly reflected in upcoming districts such as Gostenhof, which many affectionately call "GoHo". The district has something out of the ordinary for every taste from gourmet restaurants to friendly pubs and from vintage to designer shops.

STATE MUSEUM FOR ART AND  
DESIGN NUREMBERG

GERMANISCHES  
NATIONALMUSEUM

TOY MUSEUM

FUTURE MUSEUM

MUSEUM FOR INDUSTRIAL  
CULTURE

DOCUMENTATION CENTER  
NAZI PARTY RALLY GROUNDS

OPERA HOUSE

STATE THEATER



### SPORT AND LEISURE

Sports enthusiasts are spoilt for choice in Nuremberg at any time of the year. In the summer, sports facilities, swimming pools, parks and lakes are ideal for hiking, swimming and relaxing in the sunshine.

Wöhrder Wiese is a popular park to visit for jogging, cycling, yoga and slacklining. When the weather gets colder, frozen lakes, toboggan runs and bouldering halls are perfect places for staying fit. There are also plenty of indoor fitness studios in the city center for enjoying sport in winter. Nuremberg has around 300 regional sports clubs with many sports courses to choose from. FAU's University Sports courses are often a more cost-effective way of taking up a sport.

And for those who would rather cheer others on, there are many professional teams in Nuremberg that are worth seeing in action.

#### POPULAR LOCATIONS

- City center
- Dutzendteich
- Swimming pools
- Parks (Wöhrder Wiese, Stadtpark)
- Bouldering halls
- Fitness studios
- ...and many more!

#### LOCAL TEAMS

- FC Nürnberg (Football)
- Ice Tigers (Ice hockey)
- Nürnberg Falcons BC (Basketball)
- ...and many more!



### NIGHTLIFE AND ENTERTAINMENT

Nuremberg comes to life at night. From small, cosy bars to trendy clubs, popular locations attract visitors to the city center at night. There is a dance floor for everyone: Shimanski for pop, Hinz and Kunz for hip hop or Stereo for indie. Slightly further away from the center, clubs like Z-Bau and Rakete are for the techno and electronica lovers. Fogón is popular for its Latin music.

If that still doesn't sound good and dancing isn't on the cards, the Wanderer bar in the city center is a good place to start. It has a great selection of local beers in summer and spectacular views over the historic center. Rote Bar with its fresh, contemporary flair and flamboyant cocktails has also become a regular fixture of a night out in Nuremberg.

#### FURTHER INFORMATION

- ▶ [www.nuernberg.de](http://www.nuernberg.de)
- ▶ [www.curt.de/nbg](http://www.curt.de/nbg)

#### WHAT'S HAPPENING IN AND AROUND NUREMBERG?

- Freizeit-Messe Nürnberg (Leisure fair, March 9–13, 2022)
- Bierchen und Bühnchen (Festival, April 9, 2022)
- Frühlingsvolksfest (Spring festival, 16 April–1 May 2022)
- Die Blaue Nacht (City-wide art event, 7–8 May 2022)
- Die Lange Nacht der Wissenschaft (Science event, 21–22 May 2022)
- Rock im Park (Music festival, 3–5 June 2022)
- Bergkirchweih (Beer festival, June 2–13, 2022)
- Bardentreffen (Music festival, July 29–31, 2022)
- Herbstvolksfest (26 August–11 September 2022)
- Nuremberg Christmas Market (25 November–24 December 2022)
- ...and much more!

# LIVING IN NUREMBERG

The first challenge that most students face is finding somewhere to live, rather than studying itself.

Student accommodation or shared apartments are often a popular alternative to going it alone. A good time to look for somewhere to live is at the end of the lecture period or the end of the semester. This is when many students who are graduating and moving on are looking for new tenants to take on their apartments or rooms. You can find ads on notice boards in university buildings, in newspapers and online. Some also get lucky by putting up their own accommodation wanted ad. It's always worth visiting the Student Services accommodation team early on, who also manage the student accommodation at FAU. Nuremberg's student accommodation is not only close to the campus, it is also suitable for student budgets. Rooms in student accommodation are usually significantly cheaper than comparable rooms on the commercial market thanks to state funding. And just like in a shared apartment, no one needs to feel alone or be bored in the student accommodation as they are sure to find neighbors who are the same age, sociable and have similar interests. It is worth noting that it can take months to secure a place in student accommodation. After finding a place to live, students must notify the registration authorities within the first week after moving in.

## STUDENT ACCOMMODATION IN NUREMBERG

- Studentenwohnheim Weinstadel/Wasserturm (Maxplatz 8/10)
- Studentenwohnheim Dutzendteich (Dutzendteichstraße 8/10)
- Appartementhaus Kühnhoferstraße (Kühnhoferstraße 2)
- Wohnanlage St. Peter (Walter-Meckauer-Straße 12-28)
- Internationales Studentenwohnheim Max Kade (Grolandstraße 56)
- ...and many more!

## FURTHER INFORMATION

The Student Services website also offers a list of accommodations in Erlangen.

- 🌐 [www.studentenwerk.fau.de](http://www.studentenwerk.fau.de)
- WohnService Studentenhaus Nürnberg (Mensa)**
- 📍 Andreij-Sacharow-Platz 1  
90403 Nuremberg
- ☎ Phone: 09131/8002-281/-287/-288/-289
- 🌐 [www.werkswelt.de](http://www.werkswelt.de)



# THERE'S MORE TO LIFE THAN STUDYING

## ▶ MAKING MUSIC

Fresh talents are always welcome in the choir, rock ensemble, big band, in the musical or in a chamber music group. There are many ways to make music at FAU.

🌐 [www.musik.fau.de](http://www.musik.fau.de)

📌 [www.musik.phil.fau.de/ensembles](http://www.musik.phil.fau.de/ensembles)

## ▶ STUDENT RADIO AND TV

The student media initiative "funklust" reports on campus and student life in videos and radio broadcasts – a perfect introduction to journalism and media.

🌐 [www.funklust.de](http://www.funklust.de)

📌 [www.facebook.com/funklust](https://www.facebook.com/funklust)

## ▶ STUDENT PARTICIPATION

Student initiatives are not just good for résumés, they can really make a change to university life. Get involved in the Café Trichter in the Findelgasse building, help shape university policy with students' representatives groups such as the FSI and the RCDS, or make life easier for fellow students by volunteering.

🌐 [www.wiso.fau.de](http://www.wiso.fau.de)

[student-organizations/](http://www.wiso.fau.de/student-organizations/)

## ▶ PRACTICAL EXPERIENCE

University groups and associations are not only the perfect opportunity to make new friends, they also offer valuable practical experience. Sneep, JCT and MTP, for example, provide practical experience in sustainability, consulting and marketing. AIESEC arranges suitable internships abroad. There are many opportunities to put knowledge to work.

🌐 [www.wiso.fau.de](http://www.wiso.fau.de)

[student-organizations/](http://www.wiso.fau.de/student-organizations/)

## ▶ STAYING FIT

Capoeira, basketball, fencing, sailing, tai chi, yoga and many other sports are all on the University Sports program. Just don't leave it too long to register!

🌐 [www.hochschulsport.fau.de](http://www.hochschulsport.fau.de)

[www.sport.fau.de/wassersportzentrum](http://www.sport.fau.de/wassersportzentrum)

# STUDENTS' REPRESENTATIVES AND STUDENT INITIATIVES

Student organisations are an important source of practical experience and a way to actively shape university policy.



**Name:** FSI-WiSo  
**Focus:** Representing students' interests in university committees and organizing events. (Uni cinema, WiSo party)  
[www.fsi-wiso.de](http://www.fsi-wiso.de)



**Name:** RCDS Nürnberg  
**Focus:** Representing students' interests, organization and information events.  
[www.rcds-nuernberg.de](http://www.rcds-nuernberg.de)



**Name:** MTP – Marketing between theory and practice  
**Focus:** Participation in workshops, lectures, congresses and consulting projects with companies.  
[www.mtp.org](http://www.mtp.org)



**Name:** AIESEC  
**Focus:** Placing students abroad and finding volunteers for social projects.  
[www.aiesec.de](http://www.aiesec.de)



**Name:** Sneep (Student network for ethics in economics and practice)  
**Focus:** Promoting business ethics.  
[www.sneep.info](http://www.sneep.info)



**Name:** BWN e. V. (Börsen- und Wertpapierverein Nürnberg e. V.)  
**Focus:** Teaching knowledge of financial markets through practical lectures, excursions and workshops.  
[www.bwn-online.de](http://www.bwn-online.de)



**Name:** Junior Consulting Team e. V.  
**Focus:** Student management consulting.  
[www.jct.de](http://www.jct.de)



**Name:** START Erlangen-Nürnberg e. V.  
**Focus:** Promoting entrepreneurial thinking, founding and innovation.  
[www.start-nuernberg.de](http://www.start-nuernberg.de)



**Name:** Rock your life! NÜRNBERG e. V.  
**Focus:** Commitment to educational justice.  
[www.nuernberg.rockyourlife.de](http://www.nuernberg.rockyourlife.de)



**Name:** Int-WiSo e. V.  
**Focus:** We bring cultures together! Students' Representatives of the international degree programs at the School of Business, Economics and Society.  
[@Intwiso](https://www.facebook.com/intwiso)

Read more about students' representatives and initiatives at:  
[www.wiso.fau.eu/student-organizations](http://www.wiso.fau.eu/student-organizations)

# FURTHER INFOR- MATION

There are many ways of finding answers at WiSo and the following pages contain further information and contact persons who can provide advice and assistance. The WiSo A–Z explains all relevant terms related to studying, starting with the letter A for Alumni Association and ending with the letter Z for Zoom.

- 140** Services
- 144** Subject advisors
- 146** Examinations Office
- 148** Contact information
- 150** WiSo A-Z
- 161** Important dates
- 162** Legal



# SERVICES

Everyone needs advice at some point and the WiSo services are always on hand with helpful information. The following list includes all important contact persons, addresses and telephone numbers.

## ▶ ALUMNI ASSOCIATION

Anyone who would like to connect with alumni during and after their studies and support WiSo may become a member of the association Alumni & Freunde WiSo Nürnberg e.V. Memberships are free of charge for students and graduates for up to one year after completing their studies.

- Room 2.221  
Lange Gasse 20, 90403 Nuremberg
- 📞 Phone: 0911/5874-103
- ✉ E-mail: info@afwn.de
- 📷 fau\_alumni\_wiso
- 🐦 @fau\_alumni\_wiso
- 🌐 [www.afwn.de](http://www.afwn.de)

## ▶ DEAN OF STUDIES, OFFICE OF THE DEAN OF STUDIES

The Dean of Studies at WiSo is responsible for all questions relating to studies and teaching, in particular for ensuring quality and strategic development. The Dean of Studies also acts as a mediator between students and the university management.

- 🗨 Prof. Dr. Karl Wilbers,  
Katharina Schröder, Jonas Weigert,  
Dr. Maria Wittmann, Lisa Herrmann
- Room 4.162  
Lange Gasse 20, 90403 Nuremberg
- ✉ E-mail: wiso-studiendekan@fau.de
- 🌐 [www.qm.wiso.fau.de](http://www.qm.wiso.fau.de)  
[www.wiso.fau.de/services-and-institutions](http://www.wiso.fau.de/services-and-institutions)

## ▶ EXAMINATIONS OFFICE

All information on examinations, examination registration and contact persons are listed on the Examinations Office website at the School of Business, Economics and Society. The Examinations Office team can be reached in person during the contact hours below.

- Room 2.212, 2.213, 2.215, 2.218  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Contact hours: Mon. – Thu., 9 – 11 am,  
Tue. 1 pm – 4 pm  
Individual appointments at request.
- 🌐 [www.fau.eu/examination-offices](http://www.fau.eu/examination-offices)

## ▶ FOREIGN LANGUAGES DEPARTMENT IN NUREMBERG

Information on language courses for WiSo students is available from the Foreign Languages Department in Nuremberg. The Self-Access Language Learning Centre and the information desk are located in the new building at Lange Gasse.

- 🌐 [www.sz.fau.de/dept-fan](http://www.sz.fau.de/dept-fan)
- **Information desk** (student assistants)
- Room 2.430  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours during the lecture period:  
Mon. – Thu., 8 am – 6 pm  
Fri. 8 am – 3 pm  
Opening hours during the lecture-free period:  
Mon. – Fri., 10 am – 3 pm  
Hours may change at short notice.  
Please check the website.

- 📞 Phone: 0911/5302-414
- ✉ E-mail: fan-infotheke@fau.de

## ▪ Secretary's Office

- Room 2.238  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours:  
Mon. – Thu., 8 am – 2 pm
- ✉ E-mail: sabine.glauber@fau.de
- 🗨 Manager: Dr. Mario Oesterreicher
- Room 2.428  
Lange Gasse 20, 90403 Nuremberg  
See UnivIS for office hours.
- ✉ E-mail: mario.oesterreicher@fau.de

## ▶ INFOTHEK

Scouts are stationed at the information desk to help with any questions about studying. Here, students can get quick and professional assistance and pick up leaflets or brochures containing important information such as this study guide or the WiSo brochure for Master's degree programs. The information desk is located at Lange Gasse 20 on level 1, opposite the mailroom.

- 🗨 Manager: Silke Sauer
- Level 1  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours during lecture periods:  
Mon. – Thu., 9.30 am – 3.30 pm  
Fri. 9.30 am – 2.30 pm  
Online consultation available.
- 📞 Phone: 0911/5302-896/-895
- ✉ E-mail: wiso-infothek@fau.de
- 🌐 [www.infothek.wiso.fau.de](http://www.infothek.wiso.fau.de)

## ▶ INTERNATIONAL OFFICE

The International Office provides information and advice on studying abroad at the School of Business, Economics and Society, degree programs and study conditions at partner universities, scholarships and grants (DAAD, Erasmus, foundations, Auslands-BAföG), rec-

ognition of credits and the selection process. General information, brochures and leaflets are available at the information desk. The International Office schedules information events regularly and students can also attend the International Day at the start of November at WiSo each year for further information.

- 🗨 Manager: Jörg Reisner
- Room 2.232  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Secretary's Office: Mon. – Thu.,  
8.30 am – 1 pm  
Office hours: Wed. 2 – 4 pm  
Thu., 10 am – 1 pm  
Online consultation:  
Mon., Tue., 10 am – 12 pm  
Individual appointments at request.
- 📞 Phone: 0911/5302-627
- ✉ E-mail: wiso-international@fau.de
- 🌐 [www.ib.wiso.fau.de](http://www.ib.wiso.fau.de)

## ▶ IT SUPPORT CENTER NUREMBERG (IZN)

IT Support Center Nuremberg (IZN), a branch of Erlangen Regional Computer Center (RRZE), is available to help with questions and problems related to using the IT infrastructure at WiSo.

- 🌐 [www.izn.rrze.fau.de](http://www.izn.rrze.fau.de)
- **Computer rooms**
- Room 0.420, 0.421, 0.422, 0.215  
Lange Gasse 20, 90403 Nuremberg  
Computer rooms 2.025, 2.026  
Findelgasse 7/9, 90402 Nürnberg
- 🕒 Opening hours available at:  
[www.izn.rrze.fau.de/cip-pools](http://www.izn.rrze.fau.de/cip-pools)
- **Service desk**
- Room 0.439  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours available at:  
[www.izn.rrze.fau.de](http://www.izn.rrze.fau.de)
- 📞 Phone: 0911/5302-815
- ✉ E-mail: rrze-izn@fau.de

## ► LIBRARY

As well as helping with literature searches, a wide range of specialist books (printed and online) and research databases, the branch library for economics and social sciences also offers plenty of space for learning. Current opening hours and further information:

- 🌐 [www.ub.fau.de/en](http://www.ub.fau.de/en)  
Library catalog:
- 🌐 [www.opac.fau.de](http://www.opac.fau.de)
- **Economics and Social Sciences Branch Library, Nuremberg:**
- 📍 Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours: Mon. – Sat., 8 am – midnight Sun., 10 am – midnight
- ☎ Phone: 0911/5302-830 (info)  
Phone: 0911/5302-318 (lending services)

## ► PRESS AND MARKETING

The Press and Marketing team is a point of contact for external and internal communications. In addition to public relations, this also includes university marketing, school outreach, corporate publishing, event management and online marketing (web and social media) at WiSo.

- 💬 Manager: Silke Sauer
- 📍 Room 0.020  
Findelgasse 7/9, 90402 Nuremberg
- ☎ Phone: 0911/5302-689
- ✉ E-mail: [wiso-kommunikation@fau.de](mailto:wiso-kommunikation@fau.de)
- 🌐 [www.wiso.fau.eu/school/communications-and-pr](http://www.wiso.fau.eu/school/communications-and-pr)

## ► RESEARCH OFFICE AND OFFICE OF DOCTORAL AFFAIRS

Research management at the School means providing all researchers with comprehensive and effective support for their individual and collaborative research activities – from applying for and managing third-party projects to

transferring their results. The Research Office is the main point of contact for all questions related to research. There is also an Office of Doctoral Affairs to support doctoral candidates.

- **Research Office**
- 💬 Dr. Dennis Kirchberg  
Dr. Peter Wehnert  
Gabriele Mühlöder
- 📍 Room 3.043  
Findelgasse 7/9, 90402 Nuremberg
- ✉ E-mail: [wiso-forschung@fau.de](mailto:wiso-forschung@fau.de)
- **Office of Doctoral Affairs**
- 💬 Gabriele Mühlöder  
Elisabeth Müller
- 📍 Room 3.042  
Findelgasse 7/9, 90402 Nuremberg
- ✉ E-mail: [wiso-promotion@fau.de](mailto:wiso-promotion@fau.de)
- 🌐 [www.promotion.fau.eu](http://www.promotion.fau.eu)

## ► STUDENT RECORDS OFFICE

FAU's Student Records Office is responsible for enrollment, de-registration and changes of subjects/degree programs. It is also the first point of contact for all questions on semester registration (Rückmeldung), tuition fees and study leave (Beurlaubung).

- 💬 Manager: Melanie Schlütter
- 📍 Room 0.035, 0.036  
Halbmondstraße 6-8, 91054 Erlangen
- 🕒 Current opening hours and phone numbers can be found on the website
- 🌐 [www.fau.eu/student-records-office](http://www.fau.eu/student-records-office)

## ► WiSo CAREER SERVICE

The Career Service at WiSo provides information and advice on questions relating to applying for a job and starting a career. With seminars and workshops, information events

and application portfolio checks, the Career Service helps students to focus on their professional goals. The Career Service's network of company contacts enables students to gain practical experience during their studies. The Career Service is a gateway to the professional world for students of the School of Business, Economics and Society and also liaises with partners from industry, society, university institutes and research institutions.

- 💬 Michael Otto, Hanna Walch
- 📍 Room 2.123  
Lange Gasse 20, 90403 Nuremberg
- 🕒 Office hours:  
Tue. and Thur. 9.30 – 10.30 am
- ☎ Phone: 0911/5302-678
- ✉ E-mail: [wiso-career-service@fau.de](mailto:wiso-career-service@fau.de)
- 🌐 [www.career.wiso.fau.de](http://www.career.wiso.fau.de)

## ► WOMEN'S REPRESENTATIVES AND OFFICE OF WOMEN'S ADVANCEMENT

The Office of Women's Advancement at WiSo provides information on funding opportunities for female students and academic staff.

- 💬 Prof. Dr. Martina Steul-Fischer,  
Prof. Dr. Steffi Haag,  
Prof. Dr. Almasa Sarabi  
(Women's representatives and deputies),  
Barbara Erdel  
(Assistant to the women's representatives)
- 📍 Room 5.121  
Lange Gasse 20, 90403 Nuremberg
- ☎ Phone: 0911/5302-768  
Appointments by e-mail.
- ✉ E-mail: [wiso-frauenbeauftragte@fau.de](mailto:wiso-frauenbeauftragte@fau.de)
- 🌐 [www.frauenbeauftragte.rw.fau.de](http://www.frauenbeauftragte.rw.fau.de)





# STUDY ADVICE

Help and guidance are never far away. The Student Advice and Career Service can help with general inquiries related to studying at FAU and career advice. For inquiries that are related to specific programs, students should contact the subject advisors.

## STUDENT ADVICE AND CAREER SERVICE

Students can ask study advisors questions through the StudOn platform. The "Quality Forum" in StudOn also lets students read up on questions that have already been answered for other students, helping them to find an answer to general and urgent questions more quickly. Individual questions may be answered by e-mail or in person.

### Student advice and careers service (IBZ)

Advice on study opportunities and subject combinations, admission regulations and application procedures as well as study design and examination requirements, difficulties with studies, before changing or withdrawing from a program.

Dr. Bianca Distler  
Phone: +49 174 6052471  
Room LG 2.119  
E-mail: bianca.distler@fau.de  
Office hours: Mon. and Fri.,  
9 – 12 am

Dipl.-Sozialw. Susanne Heinrich  
Phone: + 49 174 5863669  
Room LG 2.119  
E-mail: susanne.heinrich@fau.de  
Office hours: Tue. and Wed.,  
9 – 12 am

Student advice in Erlangen  
Phone: 09131/85-24826  
Office hours: Tue., Thu. and Fri.,  
9 – 12 am

This information is subject to change. Please see the website for more information.

## SUBJECT ADVISORS FOR BACHELOR'S PROGRAMS

Subject advisors help with content-related questions to the degree program, such as program structures, choosing specializations, recognition of achievements from abroad and questions relating to the examination regulations.

### Subject advisor for the Bachelor's program in Business Studies

Mark Kram, M. Sc.  
Phone: 0911/5302-858, Room LG 5.438  
E-mail: mark.kram@fau.de

### Subject advisor for the specialization in Business Administration

Stefan Arnold, M. Sc.  
Phone: 0911/5302-874, Room LG 5.438  
E-mail: stefan.st.arnold@fau.de

### Subject advisor for the specialization in Information Systems

Dr. Martin Schymanietz  
Phone: 0911/5302-96398, Room LG 4.261  
E-mail: martin.schymanietz@fau.de

### Subject advisor for the specialization in Economics

Tobias Görbert, M. Sc.  
Phone: 0911/5302-376, Room LG 3.162  
E-mail: tobias.goerbert@fau.de

### Subject advisor for the specialization in Business Education

Dr. Yvonne Schalek  
Phone: 0911/5302-351, Room LG 4.159  
E-mail: yvonne.schalek@fau.de

### Subject advisor for the Bachelor's program in Socioeconomics

Jan Gniza, M. Sc.  
Phone: 0911/5302-646, Room FG 2.019  
E-mail: wiso-ba-sozoek@fau.de

### Subject advisors for the Bachelor's program in International Business Studies

Christina Heidemann, M. Sc.  
Phone: 0911/5302-242, Room LG 5.123  
E-mail: christina.heidemann@fau.de  
Nikhila Raghavan, B. Sc.  
Phone: 0911/5302-96416, Room LG 5.123  
E-mail: nikhila.raghavan@fau.de

### Subject advisor for the Bachelor's program in International Economic Studies

Maximilian Pöhnlein, M. Sc.  
Phone: 0911/5302-202, Room LG 6.114  
E-mail: maximilian.poehnlein@fau.de

### Subject advisor for the Bachelor's program in Industrial Engineering and Management

Dr. Lothar Czaja  
Phone: 0911/5302-237, Room LG 5.171  
E-mail: lothar.czaja@fau.de

### Subject advisor for the Bachelor's program in Information Systems

Kian Schmalenbach, M. Sc.  
Phone: 0911/5302-96474, Room 33.1.12, Fürther Straße 248, 90429 Nuremberg  
E-mail: wiso-ba-win@fau.de

## SUBJECT ADVISORS FOR MASTER'S PROGRAMS

### Subject advisors for the Master's program in Labor Market and Human Resources

Sabine Ebensperger, M. Sc.  
Ab Nov. 2021: Ann-Katrin Rückel, M. Sc.  
Phone: 0911/5302-673, Room FG 2.020  
E-mail: wiso-ma-aup@fau.de

### Subject advisor for the Master's program in Economics

Vendula Stepanikova, M. Sc.  
Phone: 0911/5302-96401, Room LG 5.163  
E-mail: wiso-mse@fau.de

### Subject advisor for the Master's program in Finance, Auditing, Controlling and Taxation

Sebastian Gaschler, M. Sc.  
Phone: 0911/5302-208, Room LG 6.119  
E-mail: wiso-fact-master@fau.de

### Subject advisors for the Master's program in Health Management and Health Economics

Katrin Docter, M. Sc.  
Phone: 0911/5302-385, Room LG 4.211  
E-mail: katrin.docter@fau.de  
Lena Jaegers, M. Sc.  
Phone: 0911/5302-96410, Room LG 4.211  
E-mail: lena.jaegers@fau.de

### Subject advisor for the Master's program in International Business Studies

Laura Kirste, M. Sc.  
Phone: 0911/5302-102, Room LG 5.214  
E-mail: laura.kirste@fau.de

### Subject advisor for the Master's program in International Information Systems

Jessica Ochmann, M. Sc.  
Phone: 0911/5302-96477, Room 33.1.20 Fürther Str. 248, 90429 Nuremberg  
E-mail: studium-iis@fau.de

### Subject advisors for the Master's program in Management

Eva Krakowitzky, M. Sc.  
Phone: 0911/5302-288, Room LG 4.229  
E-mail: eva.krakowitzky@fau.de  
Eva Dötschel, M. Sc.  
Phone: 0911/5302-489, Room LG 4.225  
E-mail: eva.doetschel@fau.de

### Subject advisor for the Master's program in Marketing

Franziska Hoffmann, M. Sc.  
Phone: 0911/5302-755, Room LG 6.227  
E-mail: franziska.hoffmann@fau.de

### Subject advisor for the Master's program in Socioeconomics

Juliane Kühn, M. Sc.  
Phone: 0911/5302-9404, Room FG 3.012  
E-mail: wiso-ma-sozoek@fau.de

### Subject advisor for the Master's program in Industrial Engineering and Management

Dr. Lothar Czaja  
Phone: 0911/5302-237, Room LG 5.171  
E-mail: lothar.czaja@fau.de

### Subject advisor for the Master's program in Business Education

Dr. Angela Hahn  
Phone: 0911/5302-352, Room LG 4.158  
E-mail: angela.hahn@fau.de

# EXAMINATIONS OFFICE

The Examinations Office is the point of contact for any inquiries regarding examinations. Each degree program or specialization has an individual contact person.

## ▶ BACHELOR'S PROGRAMS

### ▪ Bachelor's program in Business Studies, specialization not yet chosen and specialization in Business Administration

- Ute Haberberger
- Room LG 2.218
- E-mail: ute.haberberger@fau.de
- Responsible for all names from **A to C**
- Rosemarie Späth
- Room LG 2.213
- E-mail: rosemarie.spaeth@fau.de
- Responsible for all names from **D to H**

- Nadja Hirsch
- Room LG 2.213
- E-mail: nadja.hirsch@fau.de
- Responsible for all names from **I to K**

- Aischa Hofmann
- Room LG 2.212
- E-mail: aischa.hofmann@fau.de
- Responsible for all names from **L to R and X to Z**

- Eva Besner
- Room LG 2.212
- E-mail: eva.besner@fau.de
- Responsible for all names from **S to W**

### ▪ Bachelor's program in Business Studies, specialization in Economics

- Aischa Hofmann
- Room LG 2.212
- E-mail: aischa.hofmann@fau.de

### ▪ Bachelor's program in Business Studies, specialization in Business Education

- Rosemarie Späth
- Room LG 2.213
- E-mail: rosemarie.spaeth@fau.de

### ▪ Bachelor's program in Business Studies, specialization in Information Systems

- Ilona Hirscheider
- Room LG 2.215
- E-mail: ilona.hirscheider@fau.de

### ▪ Bachelor's program in International Business Studies

- Cornelia Baumann
- Room LG 2.215
- E-mail: cornelia.baumann@fau.de

### ▪ Bachelor's program in International Economic Studies

- Nadja Hirsch
- Room LG 2.213
- E-mail: nadja.hirsch@fau.de

### ▪ Bachelor's program in Socioeconomics

- Eva Besner
- Room LG 2.212
- E-mail: eva.besner@fau.de

### ▪ Bachelor's program in Information Systems

- Cornelia Baumann, Ilona Hirscheider
- Room LG 2.215
- E-mail: cornelia.baumann@fau.de
- E-mail: ilona.hirscheider@fau.de

## ▶ MASTER'S PROGRAMS

### ▪ Master's program in Labor Market and Human Resources

- Ilona Hirscheider
- Room LG 2.215
- E-mail: ilona.hirscheider@fau.de

### ▪ Master's program in Economics

- Nadja Hirsch
- Room LG 2.213
- E-mail: nadja.hirsch@fau.de

### ▪ Master's program in Finance, Auditing, Controlling and Taxation

- Nadja Hirsch
- Room LG 2.213
- E-mail: nadja.hirsch@fau.de

### ▪ Master's program in Health Management and Health Economics

- Nadja Hirsch
- Room LG 2.213
- E-mail: nadja.hirsch@fau.de

### ▪ Master's program in International Business Studies

- Cornelia Baumann
- Room LG 2.215
- E-mail: cornelia.baumann@fau.de

### ▪ Master's program in Management

- Ute Haberberger
- Room LG 2.218
- E-mail: ute.haberberger@fau.de

### ▪ Master's program in Marketing

- Nadja Hirsch
- Room LG 2.213
- E-mail: nadja.hirsch@fau.de

### ▪ Master's program in Socioeconomics

- Eva Besner
- Room LG 2.212
- E-mail: eva.besner@fau.de

### ▪ Master's program in International Information Systems

- Ilona Hirscheider
- Room LG 2.215
- E-mail: ilona.hirscheider@fau.de

### ▪ Master's program in Business Education

- Rosemarie Späth
- Room LG 2.213
- E-mail: rosemarie.spaeth@fau.de

This information is subject to change. Please see the website for more information.

# CONTACT INFORMATION

WiSo has four main locations spread across Nuremberg. They range from the city center to the Uferstadt in Fürth.

## ► OFFICES IN LANGE GASSE 20 (LG)

| Office   |                                      | Room       | Phone      |
|--|--------------------------------------|------------|------------|
| ■ Chair of Taxation  | Prof. Dr. Hechtner                   | LG 3.218   | 5302-346   |
| ■ Chair of Finance and Banking   | Prof. Dr. Scholz                     | LG 4.422   | 5302-648   |
| ■ Chair of Health Management   | Prof. Dr. Schöffski, MPH             | LG 4.218   | 5302-313   |
| ■ Chair of Industrial Management   | Prof. Dr. Voigt                      | LG 5.173   | 5302-244   |
| ■ Chair of International Management  | Prof. Dr. Holtbrügge                 | LG 5.218   | 5302-452   |
| ■ Chair of Marketing   | Prof. Dr. Fürst                      | LG 6.222   | 5302-214   |
| ■ Chair of Accounting and Management Control   | Prof. Dr. Fischer                    | LG 4.435   | 5302-213   |
| ■ Chair of Accounting and Auditing   | Prof. Dr. Henselmann                 | LG 5.442   | 5302-437   |
| ■ Chair of Supply Chain Management   | Prof. Dr.-Ing. Hartmann              | LG 4.428   | 5302-444   |
| ■ Chair of Corporate Management  | Prof. Dr. Hungenberg                 | LG 4.223   | 5302-314   |
| ■ Chair of Insurance Marketing   | Prof. Dr. Steul-Fischer              | LG 5.222/a | 5302-763   |
| ■ Chair of Insurance Economics and Risk Management   | Prof. Dr. Gatzert                    | LG 6.233/a | 5302-884   |
| ■ GfK Endowed Chair of Marketing Intelligence  | Prof. Dr. Koschate-Fischer           | LG 6.218   | 5302-757   |
| ■ Chair of Business and Social Psychology  | Prof. Dr. Moser                      | LG 5.235/6 | 5302-259   |
| ■ Chair of Quantitative Labor Economics  | Prof. Fitzenberger, Ph.D.            | LG 4.256   | 5302-298   |
| ■ Chair of Empirical Economics   | Prof. Riphahn, Ph.D.                 | LG 4.112   | 5302-268   |
| ■ Chair of Statistics and Econometrics   | Prof. Dr. Dovern                     | LG 4.170   | 5302-290   |
| ■ Chair of Tax Law and Public Law  | Prof. Dr. Ismer                      | LG 3.232   | 5302-353   |
| ■ Chair of Labor and Regional Economics  | Prof. Dr. Schnabel                   | LG 3.112   | 5302-330   |
| ■ Chair of Labor Economics   | Prof. Dr. Bellmann                   | LG 6.117   | 179-3095   |
| ■ Chair of Empirical Microeconomics  | Prof. Dr. Stephan                    | LG 6.117   | 179-5850   |
| ■ Chair of Public Finance  | Prof. Dr. Büttner                    | LG 6.113   | 5302-200   |
| ■ Chair of Macroeconomics  | Prof. Dr. Merkl                      | LG 3.157   | 5302-337   |
| ■ Chair of Economic Policy   | Prof. Dr. Rincke                     | LG 5.157   | 5302-488   |
| ■ Chair of Economic Theory   | Prof. Dr. Grimm                      | LG 5.112   | 5302-224   |
| ■ Chair of Information Systems (Services, Processes, and Intelligence)                             | Prof. Dr. Bodendorf                  | LG 4.446   | 5302-450   |
| ■ Chair of Information Systems (Innovation and Value Creation)                                     | Prof. Dr. Möslein/<br>Prof. Dr. Roth | LG 5.422   | 5302-284   |
| ■ Chair of IT Management   | Prof. Dr. Amberg                     | LG 5.436   | 5302-801   |
| ■ Chair of Technical Information Systems   | Prof. Dr. Harth                      | LG 5.257   | 5302-96408 |
| ■ Chair of Business Education and Human Resources Development                                      | Prof. Dr. Wilbers                    | LG 4.165   | 5302-322   |
| ■ Professorship for Human Resource Management and Task Management in Technology-Oriented Companies | Prof. Dr. Widuckel                   | LG 3.224/b | 5302-96501 |
| ■ Professorship for Economics (Industrial Organization and Energy Markets)                         | Prof. Dr. Zöttl                      | LG 2.112   | 5302-688   |
| ■ Assistant Professorship for Data Analytics   | Prof. Dr. Kraus                      | LG 5.431   | 5302-289   |
| ■ Assistant Professorship for Digital Transformation   | Prof. Dr. Tiefenbeck                 | LG 4.176   | 5302-96412 |
| ■ Assistant Professorship for Intelligent Information Systems                                      | Prof. Dr. Zschech                    | LG 4.121b  | –          |

|  |                         |            |             |
|--|-------------------------|------------|-------------|
| ■ Assistant Professorship for Human Resource Management                  | Prof. Dr. Sarabi        | LG 5.252/b | 5302-108    |
| ■ Assistant Professorship for Quantitative Labor Economics               | Prof. Dr. Nagler        | LG 4.122/b | 5302-684    |
| ■ Assistant Professorship for Energy Markets and Energy Systems Analysis | Prof. Dr. Liebensteiner | LG 4.121/a | 5302-96204  |
| ■ Assistant Professorship for Information Systems (Gamification)         | Prof. Dr. Morschheuser  | LG 5.451   | –           |
| ■ Library  |                         | LG Level 3 | 5302-318    |
| ■ Career Service   |                         | LG 2.123   | 5302-678    |
| ■ Infothek   |                         | LG Level 1 | 5302-896    |
| ■ Infothek FAN (Language Courses)  |                         | LG 2.430   | 5302-414    |
| ■ International Office   |                         | LG 2.232   | 5302-627    |
| ■ Examinations Office  |                         | LG 2.217   | 5302-615    |
| ■ Regional Computer Centre   |                         | LG 0.439   | 5302-815    |
| ■ Study advice   |                         | LG 1.027   | 01746052471 |

## ► OFFICES IN THE LUDWIG ERHARD BUILDING, FINDELGASSE 7/9 (FG)

| Office  |                      | Room       | Phone      |
|---|----------------------|------------|------------|
| ■ Chair of Global Governance  | Prof. Dr. C. Moser   | FG 3.028   | 5302-296   |
| ■ Chair of Corporate Sustainability Management                                      | Prof. Dr. Beckmann   | FG 1.037   | 5302-608   |
| ■ Chair of Empirical Economic Sociology   | Prof. Dr. Wolbring   | FG 3.018   | 5302-949   |
| ■ Chair of International Business and Society Relations with Focus on Latin America | Prof. Gardini, Ph.D. | FG 1.040   | 5302-656   |
| ■ Chair of Mass Communication   | Prof. Dr. Zeh        | FG 2.033   | 5302-670   |
| ■ Chair of Sociology and Empirical Social Research                                  | Prof. Dr. Abraham    | FG 2.021   | 5302-679   |
| ■ Chair of Economics and Social Policy  | Prof. Dr. Wrede      | FG 4.015   | 5302-952   |
| ■ Chair of Private Business Law   | Prof. Dr. Hoffmann   | FG 0.025   | 5302-260   |
| ■ Professorship for Health Economics  | Prof. Dr. Tauchmann  | FG 2.043   | 5302-720   |
| ■ Professorship for Business Education  | Prof. Dr. Kimmelmann | FG 3.021   | 5302-96300 |
| ■ Assistant Professorship for Labor Market Sociology                                | Prof. Dr. Schels     | FG 2.040-2 | 5302-96203 |
| ■ Assistant Professorship for Communication Science                                 | Prof. Dr. Meier      | FG 2.015   | –          |
| ■ School Administration   |                      | FG 1.023   | 5302-650   |
| ■ Press and Marketing   |                      | FG 0.020   | 5302-689   |
| ■ Research Office and Office of Doctoral Affairs                                    |                      | FG 3.044   | 5302-685   |

## ► OFFICES AT AEG, FÜRTH STRASSE 248, HAUS 33

| Office  |                   | Room    | Phone      |
|---|-------------------|---------|------------|
| ■ Schöller Endowed Professorship for Information Systems (Digitalization in Business and Society) | Prof. Dr. Laumer  | 33.1.21 | 5302-96476 |
| ■ Chair of Digital Industrial Service Systems   | Prof. Dr. Matzner | 33.1.17 | 5302-96480 |
| ■ Assistant Professorship for Information Systems   | Prof. Dr. Haag    | 33.1.16 | 5302-96690 |

## ► OFFICES AT NUREMBERG CAMPUS OF TECHNOLOGY (NTC) UFERSTADT FÜRTH, DR.-MACK-STRASSE 81, TECHNIKUM 1

| Office                           |  | Room | Phone       |
|----------------------------------|--|------|-------------|
| ■ Chair of Technology Management |  | –    | 65078-64870 |

# WISO A-Z

With many new concepts, services and programs to get used to, unfamiliar language can quickly become overwhelming for new students. The following glossary explains important concepts related to studying at WiSo – from A as in alumni association to Z as in Zoom.

## A

### ▶ ACCOMMODATION

Student Services Erlangen-Nürnberg is a useful contact for questions regarding accommodation. Student Services website:

 [www.werkswelt.de](http://www.werkswelt.de)

### ▶ ACCREDITATION

The quality of teaching at WiSo is assured by quality management procedures at the School and university level which have been verified by an external quality assurance body. All Bachelor's and Master's programs are accredited.

 [www.qm.wiso.fau.de/akkreditierung](http://www.qm.wiso.fau.de/akkreditierung)


### ▶ ALUMNI ASSOCIATION

Anyone who would like to connect with alumni during and after their studies and support WiSo may become a member of the association Alumni & Freunde WiSo Nürnberg e.V. Memberships are free of charge for students and graduates for up to one year after completing their studies.

 [www.afwn.de](http://www.afwn.de)

### ▶ APP

The FAU App combines information on all areas of student life at FAU such as online news, the UnivIS study plan generator, room finder or the menus for campus restaurants in one convenient app.

 [www.fau.eu/fau-app](http://www.fau.eu/fau-app)

## B

### ▶ BAFÖG

Information on BAFÖG student finance can be obtained from the Amt für Ausbildungsförderung, Andreij-Sakharov-Platz 1, 90403 Nuremberg, or online:

 [www.bafög.de](http://www.bafög.de)

### ▶ BLOG

Read the latest news and information on what's happening at WiSo on our blog.

 [www.blog.wiso.fau.de](http://www.blog.wiso.fau.de)


### ▶ BROCHURES

WiSo brochures can be collected from the Information Desk at Lange Gasse. Brochures such as this study guide or the information brochure on studying Master's programs are available free of charge. The information desk is located at Lange Gasse 20 on level 1, opposite the mailroom. The brochures are also available online.

 [www.wiso.fau.eu/media/](http://www.wiso.fau.eu/media/)

### ▶ BROWN BAG TALK

An event organized by the Career Service, where professionals are invited to talk to students about their work with snacks provided in a brown paper bag.

 [www.career.wiso.fau.de/brown-bag-talks](http://www.career.wiso.fau.de/brown-bag-talks)

## C

### ▶ CAREER DAY

The Career Day is an information day about starting a career and applying for a job. It takes place annually in the summer semester and students can take part in exciting seminars, application training, CV checks, a career lounge and a company fair, where regional employers introduce themselves.

 [www.career.wiso.fau.de/career-day](http://www.career.wiso.fau.de/career-day)

### ▶ CAREER SERVICE

The Career Service at WiSo provides information and advice on questions relating to applying for a job and starting a career. With seminars and workshops, information events and individual consultations, the Career Service helps students to develop their skills and focus on their professional goals. Our mentoring programs allow Bachelor's and Master's students to make contact with companies during their studies and gain practical experience.

 [www.career.wiso.fau.de](http://www.career.wiso.fau.de)

### ▶ CERTIFICATE/ FINAL ACADEMIC RECORD

The degree certificate and the final academic record must be requested from the Examinations Office. The form for requesting these graduation documents is available on the Examinations Office website.

### ▶ CHE RANKING

The Centre for Higher Education Development (CHE) conducts surveys every three years among students and employees of universities and higher education institutions in Germany. CHE uses these surveys to compile rankings for university research and teaching. The CHE ranking is highly regarded and is of particular importance to employers. WiSo is therefore continuously working to improve its position and has already implemented a number of measures based on the ranking results. Further information on the CHE ranking and the measures implemented:

 [www.wiso.fau.de/che](http://www.wiso.fau.de/che)

### ▶ CONTACT PERSONS

Contact persons, opening hours and details for getting in touch with services, such as the Student Advice and Career Service, are available on this web page:

 [www.wiso.fau.eu/contact](http://www.wiso.fau.eu/contact)

### ▶ CORONAVIRUS INFORMATION

The coronavirus pandemic has had an impact on all areas of university life at FAU. To keep all students and staff informed, FAU maintains a coronavirus information website which is regularly updated and organized into helpful topics:

 [www.fau.eu/corona](http://www.fau.eu/corona)

### ▶ COPYING

Almost all libraries at FAU are equipped with copying machines. In addition, there is a copy shop at Lange Gasse 20 on level 0. Students pay with their FAUcard.


### ▶ COURSE CATALOG

All lectures, exercises, seminars and tutorials are listed in the course catalog.

 [www.vorlesungsverzeichnis.fau.de](http://www.vorlesungsverzeichnis.fau.de)

### ▶ CULTURE AND LEISURE

Information on cultural events and things to do in Nuremberg:

 [www.wiso.fau.eu/studying-in-nuremberg](http://www.wiso.fau.eu/studying-in-nuremberg)

## D

### ▶ DATA EXCHANGE USING THE FAUBOX

With the FAUbox, the Erlangen Regional Computer Centre (RRZE) offers all FAU staff and students 50 gigabytes of free storage on RRZE's servers. Users can synchronize their data easily via app, desktop or web client. All FAU members need to log in is their IdM user-name and password. One of the main advan-

tages of the FAUbox is that it has a higher level of security than comparable online services.

 <https://faubox.rrze.uni-erlangen.de/login>

### ▶ DEAN OF STUDIES

The Dean of Studies at WiSo is responsible for all questions relating to studies and teaching, in particular for ensuring quality and strategic development. The Dean of Studies also acts as a mediator between students and the university management.

## E

### ▶ ECTS

ECTS (European Credit Transfer and Accumulation System) ensures that student achievements can be compared and recognized across Europe. Each module is assigned ECTS credits to indicate the workload required in class and self-study. A single ECTS credit corresponds to a workload of 30 hours.

### ▶ E-LEARNING

The digital era is also transforming education. Electronic resources will continue to gain importance. There are a variety of e-learning systems in place at FAU. These range from electronic distribution of learning materials to extensive online courses with virtual exercises, forums or online examinations.

 [www.wiso.fau.de/e-learning](http://www.wiso.fau.de/e-learning)

## F

### FACEBOOK

WiSo is also on Facebook, where you can find current news, event tips and photos of all events at the School.

 [www.facebook.com/fau.wiso](http://www.facebook.com/fau.wiso)

### ▶ FOUNDATIONS

For a list of all foundations which also offer programs/scholarships for students visit:

 [www.fau.eu/foundations](http://www.fau.eu/foundations)

### ▶ FUNDING FOR GIFTED STUDENTS AND SCHOLARSHIPS

Information on potential funding may be found under the following link:

 [www.stmwk.bayern.de/studenten/foerderung-und-stipendien/begabtenfoerderung.html](http://www.stmwk.bayern.de/studenten/foerderung-und-stipendien/begabtenfoerderung.html)

## H

### ▶ HALL OF FAME

The School of Business, Economics and Society in Nuremberg has educated many successful and famous alumni. Some are featured in the Hall of Fame. A tradition of smart minds:

 [www.wiso.fau.eu/hall-of-fame](http://www.wiso.fau.eu/hall-of-fame)

### ▶ HIWI

The German abbreviation “HiWi” means students assistants that are employed by the university. Student assistants take on supporting tasks at chairs and other university institutions.

## I

### ▶ IDM

IdM, short for ‘Identity Management’, is the central user management system at FAU, and the IdM portal is the first point of contact for managing your digital identity. Your IdM user account is used to access various web services at FAU, such as StudOn or mein campus. Logging on to the IdM portal allows you to view your own user data and information about your degree program. First semester students have to activate their user ID – which

is on the information sheet from the Student Records Office and their FAUcard – via the IdM website:

 [www.idm.uni-erlangen.de](http://www.idm.uni-erlangen.de)

### ▶ IMPORTANT DATES AND RSS FEED

All important dates are available online at:

 [www.wiso.fau.eu/event](http://www.wiso.fau.eu/event)


### ▶ INFOTHEK

Students can find quick answers to general study-related questions at the Information Desk. It is staffed by students for students and is located at Lange Gasse 20 on Level 1, directly opposite the mail room. Current brochures and flyers are also available at the information desk.

 [www.infothek.wiso.fau.de](http://www.infothek.wiso.fau.de)

### ▶ INSTAGRAM

WiSo is also on Instagram:

 [@wiso\\_nuernberg](https://www.instagram.com/wiso_nuernberg)

### ▶ INSTITUTES AND CHAIRS

There are eight institutes and over 35 chairs at the School of Business, Economics and Society.

 [www.wiso.fau.eu/institutes-and-chairs](http://www.wiso.fau.eu/institutes-and-chairs)

### ▶ INTERNATIONAL OFFICE

The International Office is a central point of contact for students, teaching staff and researchers for information on international mobility. The small international library (Lange Gasse 20, Room 2.231) offers a wealth of information on studying abroad, internships, language courses, funding opportunities and intercultural learning. The team can help with any questions and concerns related to international study and mobility.

 [www.ib.wiso.fau.de/en](http://www.ib.wiso.fau.de/en)

## J

### ▶ JOBS

Find the student job you’re looking for. The Stellenwerk job website lists student jobs, internships and entry-level career opportunities. Positions are suitable for both students and graduates.

 [www.stellenwerk-fau.de](http://www.stellenwerk-fau.de)

## K

### ▶ KEY QUALIFICATIONS

While regular modules are focused on knowledge and skills in a specific subject, students can acquire interdisciplinary skills in key qualification modules. In this way, students can acquire valuable skills for work and study, become familiar with scientific work, learn a foreign language or other practical skills. Further information:

 [www.qm.wiso.fau.de/schlueselqualifikation](http://www.qm.wiso.fau.de/schlueselqualifikation)

## L

### ▶ LABORATORY FOR EXPERIMENTAL RESEARCH NUREMBERG (LERN)

The Laboratory for Experimental Research Nuremberg (LERN) is used by WiSo researchers for experiments in economics. The laboratory enables experiments in large groups for analyzing the behavior of economic agents. Students of all disciplines and other interested parties can register for participation in the economic experiments. Participants receive appropriate compensation for their time. The laboratory is located at Lange Gasse 20 from Rooms 2.120 to 2.122.

 [www.lern.wiso.fau.de](http://www.lern.wiso.fau.de)

### ▶ LANGUAGE COURSES

Information on language courses in Nuremberg is available from the Foreign Languages Department in Nuremberg. The Self-Access Language Learning Centre and the information desk are located in the new building in Lange Gasse, Room 2.430

🌐 [www.sz.fau.eu/dept-fan](http://www.sz.fau.eu/dept-fan)

### ▶ LECTURE

Lectures are held during the semester. Normally, lectures are not held on Saturdays, but examinations and special events may be held at this time.

### ▶ LECTURE-ON-DEMAND

WiSo offers digital lecture recordings for e-learning. Selected lectures are filmed and then published along with all media used during the lecture, such as presentation slides, information written on the blackboard, videos and document camera images. WiSo students can access this material through the lecture-on-demand video portal:

🌐 [www.lectureondemand.de](http://www.lectureondemand.de)

### ▶ LIBRARY

The Economics and Social Sciences Branch Library at Lange Gasse is open from morning to night, Monday to Saturday, and also offers space to study on Sundays. All important information, for example on opening hours or the library catalog, can be found at:

🌐 [www.ub.fau.de/en](http://www.ub.fau.de/en)

### ▶ LOCATIONS

The School of Business, Economics and Society has two locations in the historical center of Nuremberg: Findelgasse 7/9 (FG) und Lange Gasse 20 (LG). In addition, two new, smaller locations are based in the west of the city at the former AEG site and the Nuremberg Campus of Technology (NCT).



### ▶ MAIL

At FAU each student receives their own e-mail address after activating their student user ID in IdM. You can access your mailbox using web mail with e-mail programs like Outlook or Thunderbird. If you do not want to use this as your main e-mail account, you can also change the settings to have your e-mails forwarded to another address.

🌐 <https://faumail.fau.de>



### ▶ MEIN CAMPUS

mein campus provides online access to services offered by the Student Records Office and the Examinations Office. It includes features for registering for modules and examinations. You can also use mein campus to manage your personal details, register for examinations and obtain an overview of your grades. You can also print out your official documents and certificate of enrollment via mein campus.

🌐 [www.campus.uni-erlangen.de](http://www.campus.uni-erlangen.de)

### ▶ MENSA (CAMPUS RESTAURANTS)

Students and university staff can have lunch on weekdays at the Mensa on Andrey-Sakharov Square. Students pay with their FAUcard. The Mensa and the cafeteria also offer drinks and snacks at lunchtime. During the semester, the cafeteria at Lange Gasse offers sandwiches, drinks and small snacks, and fresh coffee is available from the espresso bar. Further information on opening hours and the current menu is given on the Studentenwerk website:

🌐 [www.werkswelt.de](http://www.werkswelt.de)

Students can also get something for lunch at the Trichter café in the Findelgasse building, which is run by students. Snacks are also available from vending machines. In the Lange Gasse building the vending machines are located on level 1, opposite the staircase to the library. In the Findelgasse building, the vending machines are located to the right of the main entrance in the room next to the cloakroom.

### ▶ MENTORING PROGRAM FOR NEW STUDENTS

In many situations, getting started is easier if you have some support, and starting at university is no exception. Existing students at the School of Business, Economics and Society act as mentors for newcomers and are available to answer questions and help you with any problems when you start your studies, help you create a network and maybe even help you make new friends. More infor-

mation is provided during the simulation games and also available via e-mail from the organization team.

🌐 [www.wiso.fau.eu/mentoring-program-for-new-students](http://www.wiso.fau.eu/mentoring-program-for-new-students)

### ▶ MODULES

A module is one of the separate parts of a program taught at university which focuses on a specific topic. For example, in the first semester of the Bachelor's program, students study issues facing companies and entrepreneurs. The lecture and tutorial on this subject are part of the module "Entrepreneurs and Businesses". Each completed module is indicated on the student's final academic record.

### ▶ MODULE HANDBOOK

What content is covered by the module? What do I need to know before taking a module? Is there an oral examination or written examination at the end of the module? All this information can be found in the module handbook. Information on specialization areas is also given in the module handbook. The module handbook is indispensable for planning your studies. Module handbooks for Bachelor's and Master's programs are published on the WiSo website:

🌐 [www.wiso.fau.de/modulhandbuecher](http://www.wiso.fau.de/modulhandbuecher)



### ▶ QUALITY CIRCLE

In the Quality Circle, students discuss their ideas and feedback on a degree program with the program manager. The Quality Circle is intended to identify potential areas for improvement from current studying conditions (What problems are currently occurring? Are there any suggestions for solutions or improvements?). Find out more about getting involved:

🌐 [www.qm.wiso.fau.de/gremien](http://www.qm.wiso.fau.de/gremien)

# R

## ▶ REGISTRATION AND LECTURE PERIODS

Information on registering for the semester and important dates and deadlines are available on the FAU website:

🌐 [www.fau.eu/semester-dates](http://www.fau.eu/semester-dates)

## ▶ RRZE IN NÜRNBERG/IZN

IT Support Center Nuremberg (IZN), a branch of Regional Computer Center Erlangen (RRZE), is available to help with questions and problems related to using the IT infrastructure at WiSo. Students can get help in person at the IZN Service Desk in Room 0.439, Lange Gasse 20, 90403 Nuremberg.

🌐 [www.izn.rrze.fau.de](http://www.izn.rrze.fau.de)

# S

## ▶ SCHEDULE

Students can create their own schedule using the online course catalog in UnivIS. By selecting “Lecture list” from the search bar you can find courses by title and chair. UnivIS often displays multiple time slots per week for exercises and tutorials. These are parallel courses, you only need to attend a course at one of these times. For help on creating your schedule visit:

🌐 [www.wiso.fau.eu/schedule](http://www.wiso.fau.eu/schedule)

## ▶ SCHOOL ADMINISTRATION

The School Administration is the central point of contact for administrative matters at WiSo. It supports the School Board in its wide range of tasks, including advising committees, administering the budget, allocating rooms, managing staff and organizing academic affairs. The School Administration offices are located in the Findelgasse 7/9 building. Information and contact persons for all matters relating to the School Administration:

🌐 [www.fbv.wiso.fau.de](http://www.fbv.wiso.fau.de)

## ▶ SCHOOL OF BUSINESS, ECONOMICS AND SOCIETY

The School of Business, Economics and Society at the Faculty of Business, Economics, and Law goes back to the Nuremberg Commercial College, which was founded in 1918 and began teaching students in 1919. In 1961, the Nuremberg Commercial College was integrated into FAU as the Faculty of Economics and Social Science (Wirtschafts- und Sozialwissenschaftliche Fakultät, WiSo). It is now known as the School of Business, Economics and Society. All information about WiSo research and teaching, institutions, contact persons and opening hours is available online:

🌐 [www.wiso.fau.eu](http://www.wiso.fau.eu)

## ▶ SEMESTER TICKET

The basic semester ticket costs € 75 and entitles students to travel Mon. – Fri. from 7 pm to 6 am, Fri. from 6 pm and throughout the weekend. An extended ticket costs €207 and is valid for travel at any time. Both tickets are valid throughout the VGN area.

🌐 [www.vgn.de/en](http://www.vgn.de/en)

## ▶ SOFTWARE TRAINING

University life is easier with the right IT skills. RRZE offers software training for students and staff at FAU at reasonable prices. Training sessions are available in Erlangen and Nuremberg. For the complete course program and further information on signing up for a course visit:

🌐 [www.kurse.rrze.fau.de](http://www.kurse.rrze.fau.de)

## ▶ SPORT

Aikido, basketball, TaeBo, Taekwondo, kayaking and canoeing, sailing and many other sports are offered by University Sports at FAU for students to switch off from academic life. Please make sure you sign up early to avoid disappointment.

🌐 [www.hochschulsport.fau.de](http://www.hochschulsport.fau.de)

## ▶ STUDENT ADVICE AND CAREER SERVICE

The Student Advice and Career Service (IBZ) provides information on all organizational aspects of studying at FAU, such as admission

requirements and application procedures. It also offers advice on changing or withdrawing from degree programs and similar topics. Contact persons and office hours:

🌐 [www.wiso.fau.eu/student-advice](http://www.wiso.fau.eu/student-advice)

Subject advisors can help you with questions about the content of a specific degree program. The contact persons for Bachelor's and Master's programs at WiSo are listed on the following page:

🌐 [www.wiso.fau.eu/study-advice-for-specific-subjects](http://www.wiso.fau.eu/study-advice-for-specific-subjects)

## ▶ STUDENT ID CARD

The FAUcard is a student ID card, copy card and it can also be used to pay at the cafeterias and student restaurants. You can put credit on your card using the machines in the restaurants and cafeterias and the copy shop. The FAUcard is also your library card. Students must always update their FAUcard each semester at one of the validation stations. Two validation stations are currently available at Lange Gasse 20 on level 0 and level 1. Payment terminals are located at Lange Gasse 20, in the library, the cafeteria and in the cafeteria at Andrei Sakharov Square.

## ▶ STUDENT RECORDS OFFICE

FAU's Student Records Office is responsible for enrollment, de-registration and changing of subjects/program. It is also the first point of contact for all questions on semester registration (Rückmeldung), semester fees, and leave (Beurlaubung). The Student Records Office is based in Erlangen in Halbmondstraße 6-8, Room 0.034.

🌐 [www.fau.eu/student-records-office](http://www.fau.eu/student-records-office)

## ▶ STUDENT SERVICES

Student Services Erlangen-Nürnberg operates all cafeterias and restaurants at the university as well as childcare facilities and is the contact point for many other questions on accommodation and life at university.

🌐 [www.werkswelt.de](http://www.werkswelt.de)

## ▶ STUDENT SURVEY

Each year in January, students at WiSo are asked to participate in an online student survey. It is worth taking part as the results are taken seriously and you also have a chance of winning attractive prizes. The last survey results are published on this website:

🌐 [www.soziologie.wiso.fau.de/forschung/projektberichte](http://www.soziologie.wiso.fau.de/forschung/projektberichte)

## ▶ STUDENTS' REPRESENTATIVES AND STUDENTS INITIATIVES

An overview of student representatives and initiatives at the School of Business, Economics and Society:

🌐 [www.wiso.fau.eu/student-organizations](http://www.wiso.fau.eu/student-organizations)

## ▶ STUDON

StudOn is FAU's platform for online learning and course management. Students can register for courses via StudOn and access or store seminar handouts, reading lists and general information. StudOn also allows direct exchange between students and lecturers in forums, chats and Wikis. StudOn is also used for online examinations. Students can log in with their FAU user account.

🌐 [www.studon.fau.de](http://www.studon.fau.de)

## ▶ STUDYING ABROAD

General information on studying abroad is always available at the beginning of November at the “International Day” organized by the WiSo International Office. Applications for study places abroad can be submitted until mid-December. The International Office can answer any questions about studying abroad.

🌐 [www.ib.wiso.fau.de/en](http://www.ib.wiso.fau.de/en)

## ▶ STUDY PLAN

The study plan is an overview of all modules that students need to complete in a degree program. Study plans also recommend which modules should be taken in specific semesters. Students can find a study plan for their program in the degree program and examination regulations as well as in the module handbook.

### ▶ STUDY SPACES

WiSo has study spaces and group study spaces for independent study or studying in groups. The library has a large number of study spaces. In the basement at Findelgasse there are group study rooms with projectors that can be booked in advance. The Information Desk can provide further information on the availability and opening times of group study rooms.

 [www.infothek.rw.fau.de](http://www.infothek.rw.fau.de)

### ▶ SWS (SEMESTER HOURS)

Semester hours (SWS) specify the workload that is required per week in units of 45 minutes (especially for lectures, tutorials and seminars).



### ▶ TEACHING EVALUATION

Teaching evaluation at WiSo aims to assess the quality of teaching and to implement a continuous improvement process based on the results. The teaching evaluation results can be found here:

 [www.qm.wiso.fau.de/evaluationsergebnisse](http://www.qm.wiso.fau.de/evaluationsergebnisse)

### ▶ TUTORIAL

Most chairs at WiSo offer tutorials which are taught by research staff to accompany lectures. In these tutorials, the contents of lectures are discussed in greater detail through specific examples and case studies. Tutorials are usually offered several times a week, so you can choose a suitable time. Some chairs require students to register for the session they would like to attend. If registration is required, the chair will provide further details on their website.

### ▶ TUTORIALS BY STUDENTS

Tutorials by students from higher semesters are held alongside lectures and provide the opportunity for students to repeat, deepen and practice content from the lectures.



### ▶ UNIVIS

The University Information System (UnivIS) provides comprehensive information on courses, contact persons and services:

 [www.univis.fau.de](http://www.univis.fau.de)



### ▶ VIRTUAL SEMESTER

WiSo developed the WiSo Virtuell concept in response to the coronavirus pandemic. This ensured that students could still study at WiSo during this difficult time, even if it meant adapting to the new situation. WiSo Virtuell then evolved into WiSo Virtuell Plus for summer semester 2021, in line with our hybrid teaching concept. Our aim is to ensure that students can continue to study, whilst also exploiting the opportunities for transformation now available to us.

 [www.wiso-virtuell.fau.eu](http://www.wiso-virtuell.fau.eu)



### ▶ WI-FI

Free Wi-Fi is available in the Lange Gasse and Findelgasse buildings. Students can access the service using their IdM user account, which is also used for logging on to other university services such as StudOn and mein campus.





▶ **WISO COACH PROGRAM**

This is a mentoring program organized by the Career Service and the WiSo alumni association, in which WiSo graduates offer Master's students their professional experience as mentors. In addition to providing tips on starting a career and career planning, mentors also support students with personal development. The application period starts at the beginning of the summer semester.

🌐 [www.career.wiso.fau.de](http://www.career.wiso.fau.de)

▶ **WOMEN'S REPRESENTATIVES AND OFFICE OF WOMEN'S ADVANCEMENT**

Prof. Dr. Martina Steul-Fischer is the women's representative at the Faculty of Business, Economics and Law. The Office of Women's Advancement (Lange Gasse 20, Room 5.121) can help students and academic staff with any

questions and concerns relating to equality and career advancement. All information on the work of the women's representatives and funding programs for female students and academic staff is given on the website:

🌐 [www.frauenbeauftragte.rw.fau.de](http://www.frauenbeauftragte.rw.fau.de)



▶ **ZOOM**

Since the summer semester 2020, the online service Zoom has been available at WiSo for conducting video conferences, online seminars and live online lectures. Students can access Zoom meetings from any location and from different devices and platforms.



# IMPORTANT DATES

▶ **OCTOBER 2021**

|                |   |
|----------------|---|
| <b>Fri. 1</b>  | Start of winter semester 2021/22  |
| <b>Mon. 11</b> | Start of Introductory events  |
| <b>Mon. 18</b> | Start of lecture period for winter semester 2021/22 and digital welcome event |

▶ **NOVEMBER 2021**

|                |  |
|----------------|--|
| <b>Tue. 10</b> | International Day 2021                                   |
| <b>Mon. 15</b> | Examination registration until Sunday, November 28, 2021 |

▶ **DECEMBER 2021**

|                |   |
|----------------|---|
| <b>Fri. 24</b> | Lecture-free period until January 6, 2022 |
|----------------|---|

▶ **FEBRUARY 2022**

|                |  |
|----------------|--|
| <b>Tue. 1</b>  | Registration for summer semester 2022 until Monday, February 8, 2022 |
| <b>Fri. 11</b> | End of lecture period for winter semester 2021/22                    |

▶ **MARCH 2022**

|                |                                |
|----------------|--------------------------------|
| <b>Thu. 31</b> | End of winter semester 2021/22 |
|----------------|--------------------------------|

▶ **APRIL 2022**

|                |                               |
|----------------|-------------------------------|
| <b>Mon. 25</b> | Start of summer semester 2022 |
|----------------|-------------------------------|

▶ **JUNE 2022**

|                |   |
|----------------|---|
| <b>Thu. 15</b> | Career Day 2022 with career lounge and networking event |
|----------------|---|

▶ **JULY 2022**

|                |                             |
|----------------|-----------------------------|
| <b>Fri. 29</b> | End of summer semester 2022 |
|----------------|-----------------------------|



# LEGAL

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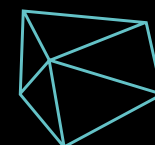
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www.wiso.fau.eu

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## Digital Tech Fellows

### Educating digital changemakers!

The Digital Tech Fellows Program is a one-semester elite program for entrepreneurial and tech talents at FAU. 25 selected top talents from all faculties and study levels at FAU have the opportunity to work on their own start-up ideas or challenges from corporate partners and experience the entire Business Design process, an agile innovation management approach to develop a new and validated digital business model.

### The students will learn hands-on knowledge covering topics such as:

- Ideation & Design Thinking
- Business Model Design
- Prototyping & Validation
- Innovation Tools & Methods

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[www.wiso.fau.eu](http://www.wiso.fau.eu)