

Note:

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Curriculum for the

Bachelor's Programme Management and Economics

at the University of Innsbruck School of Management and
Faculty of Economics and Statistics of the University of Innsbruck

§ 1 Qualification profile and programme objectives

- (1) The Bachelor's Programme Management and Economics is part of the group of studies in the social and economic sciences.
- (2) The Bachelor's Programme Management and Economics can be completed with one of the following fields of specialisation: "management" or "economics".
- (3) The Bachelor's Programme Management and Economics aims at intensive career preparation in the social and economic sciences and qualifies students for careers which require the application of well-founded, scientific knowledge and methods. As a scientific programme, it essentially covers theories, methods and instruments of management and economics. Findings from the field of gender research are also taken into consideration.
- (4) In addition to subject-specific competences, the courses of the Bachelor's Programme Management and Economics also promote general social skills.
- (5) The educational objective of the Bachelor's programme is to enable its graduates to develop problem-solving competences that are scientifically sound and well-grounded in theories and methods. These problem-solving competences should enable them to work on typical issues of their future occupational fields in a scientifically sound and practically relevant manner. As academically trained experts in the economic sciences, they will have a broad range of qualifications and thus will be able to work in diverse occupational fields.

- (6) In particular, the Bachelor's Programme Management and Economics prepares students for careers as managers, planners, analysts and consultants in enterprises of different sizes and in different areas. This includes careers as freelancers, in public administrations, in associations, in chambers, in special interest groups and in the media, as well as in teaching and research institutions.
- (7) Graduates of the Bachelor's Programme Management and Economics with specialisation in management should
- have acquired solid knowledge of management methods and instruments; they should be able to employ this knowledge when assuming professional managerial responsibilities in the organisations referred to in point (6) and to identify and resolve issues in an independent manner;
 - be able to systematically apply, interpret and utilise empirical data and thereby to provide answers to practical questions;
 - have the competence to reflect on the social and ethical implications of their managerial actions; and
 - have worked with the subject matter and developed the methodical know-how and competences necessary to adequately understand new scientific findings in management and to pursue a Master's programme.
- (8) Graduates of the Bachelor's Programme Management and Economics with specialisation in economics should
- be able to employ expert economic knowledge and methods in the specific occupational fields referred to in point (6) in a scientifically sound and practically relevant manner;
 - be able to recognize, analyse and provide solutions for economic issues;
 - have the competence to research, analyse and interpret empirical data relevant for coping with economic issues;
 - have worked with the subject matter and developed the methodical competences necessary to adequately understand new scientific findings in economics and to pursue a Master's programme.

§ 2 Scope and duration of the programme

- (1) The Bachelor's Programme Management and Economics covers 180 ECTS-Credits. This corresponds to a duration of the study programme of six semesters. One ECTS-Credit corresponds to a workload of 25 hours.
- (2) The study programme is structured in modules.
- (3) Students select between a specialisation in management or a specialisation in economics. The choice must be made at the latest after successful completion of three of the four modules Fundamentals of Management acc. to §5 par. 1 no. 5-8 as well as two of the three modules in the core area of economics acc. to §5 par. 1 no. 10 – 12 and must be declared in writing to the Director of Studies.
- (4) For the specialisation in Management the following modules must be passed:
1. the compulsory modules of the core and support area acc. to §5 par. 1 (120 ECTS-Credits),
 2. elective modules from the offer in special business administration (SBWL) acc. to §5 par. 2 covering 30 ECTS-Credits,
 3. further elective modules acc. to §5 par. 2 covering 30 ECTS-Credits.
- (5) For the specialisation in Economics the following modules must be passed:
1. the compulsory modules of the core and support area acc. to §5 par. 1 (120 ECTS-Credits),
 2. elective modules from the offer in special economics (SVWL) acc. to §5 par. 4 covering 30 ECTS-Credits,
 3. further elective modules acc. to §5 par. 4 covering 30 ECTS-Credits.

§ 3 Types of courses and maximum number of participants

(1) Courses without continuous performance assessment:

Lectures (VO) are courses held in lecture format. They introduce the research areas, methods and schools of thought for a given subject.

(2) Courses with continuous performance assessment:

1. **Introductory seminars (PS)** introduce students interactively to scientific literature through the treatment of selected issues. They convey knowledge and methods of academic work. Maximum number of participants: 40
2. **Seminars (SE)** provide in-depth treatment of scientific topics through students' presentations and discussion thereof. Maximum number of participants: 30
3. **Practical courses (UE)** focus on the practical treatment of concrete scientific tasks within an area. Maximum number of participants: 25
4. **Lectures with integrated practical parts (VU)** focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of participants: 160

§ 4 Admission to courses with a limited number of participants

(1) In courses with a maximum number of participants, places are allocated based on the following procedure:

1. At the beginning of the registration period for course units of a given semester, each student receives 1,000 points twice. At the end of the registration period for a specific semester, unused points expire.
2. Students use as many points as they want from the first account of 1,000 points to bid for course units which they want to enrol in; This way, they express their course preferences for the 1st enrolment round .
3. Students use as many points as they want from the second account of 1,000 points to bid for course units which they want to enrol in; This way, they express their course preferences for the 2nd enrolment round.
4. Depending on how many points from the first account are used to bid for certain course units, students receive course places in modules corresponding to a maximum of 30 ECTS-Credits, , provided they fulfil the admission requirements.
5. Depending on how many points from the second account are used to bid for certain course units, students receive courses which have not been allocated according to no. 2 and 4 above. Again, students have to fulfil the respective admission requirements.
6. The total number of course units assigned according to no. 1-5 above may not exceed the number of courses necessary in a given semester (30 ECTS-Credits).
7. A lottery system is used to allocate course units still available after the course allocation described in no. 1-5 above to those students who have received fewer courses than necessary in a given semester (30 ECTS-Credits).
8. Through the procedures described in no. 1-7 above, all students are assigned exactly the number of course units necessary for the programme in any given semester (30 ECTS-Credits).

(2) Course places in elective modules in special business administration (advanced) acc. to §5 par. 2 or special economics (advanced) acc. to §5 par. 3 are allocated acc. to the grade ranking in the corresponding module in special business administration (fundamentals) or special economics (fundamentals).

§ 5 Compulsory and elective modules

(1) In the core and support area of the specialisation in Management and the specialisation in Economics, the following compulsory modules covering altogether 120 ECTS-Credits must be passed:

Introduction:

1.	Compulsory Module: Introduction to Management	h	ECTS-Credits
a.	VO Business and Management Concepts Overview of central concepts and ideas of business administration and management; basic economic issues and their handling in theory and practice; outlook on central contents of the Study Programme Management and Economics	2	4
b.	PS Introduction to Management Practicing central competences in management and administration as well as scientific methodology on the basis of selected topics dealt with in the lecture (VO); working with (scientific) texts	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of a basic understanding of the way of thinking in management and economics; practicing a systematic-critical approach to scientific texts; writing of own texts on the basis of scientific working methods.			
Prerequisites: none			

2.	Compulsory Module: Introduction to Economics	h	ECTS-Credits
a.	VO Fundamentals of Economics Introductory overview of economics: basic economic facts, systematics of the subject (microeconomics, macroeconomics and public finance) Microeconomic fundamentals: supply and demand; consumer behaviour, production and costs, profit maximisation in competitive markets, monopoly	2	4
b.	PS Fundamentals of Economics Examination of different economic topics by applying the instruments acquired in the lecture (VO) and interpretation of the results obtained	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of a basic understanding of economics			
Prerequisites: none			

Core area: Management:

3.	Compulsory Module: Accounting 1: Financial Accounting	h	ECTS-Credits
a.	VU Fundamentals of Book-Keeping Fundamentals of Book-Keeping	1	1.5
b.	VO Financial Reporting and Financial Statement Analysis Fundamentals of financial accounting with a focus on annual financial statements acc. to national law: principles of proper accounting; recognition and valuation standards; information requirements; basic principles of balance sheet analysis	2	4
c.	PS Financial Reporting and Financial Statement Analysis Analysis, discussion and solving of problems in accounting and balance sheet analysis	1	2

	Total	4	7.5
	Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

4.	Compulsory Module: Accounting 2: Introduction to Cost Accounting	h	ECTS-Credits
a.	VO Management Accounting System of cost accounting, marginal costing, internal accounting and management	2	4
b.	PS Cost Accounting Full cost, partial cost and marginal cost accounting	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

5.	Compulsory Module: Fundamentals of Management: Management of Productive Processes	h	ECTS-Credits
a.	VO Operations Management Introduction to operations management (procurement, production, sales, logistics) in service and production industries, planning and controlling operations, fundamentals of IT support.	2	3
b.	PS Methods of Operations Management Exercises and case studies on methods for planning and controlling operations	1	2
	Total	3	5
	Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

6.	Compulsory Module: Fundamentals of Management: Organisation and Human Resource Management	h	ECTS-Credits
a.	VO Organisation and Human Resource Management Organisational theories, organisational structure design, organisational change, fields of action in personnel policy	2	3
b.	PS Human Resource Management History of ideas and concepts of organisational design	1	2
	Total	3	5

	Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics

7.	Compulsory Module: Fundamentals of Management: Strategy and Marketing	h	ECTS-Credits
a.	VO Strategy and Marketing Strategy as guiding framework, contents of a basic strategy and its effects on the internal and external environment of the organisation, process of positioning, marketing as orientation, as strategy process and as instruments.	2	3
b.	PS Strategy and Marketing Advanced study of selected contents dealt with in the lecture	1	2
	Total	3	5
	Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

8.	Compulsory Module: Fundamentals of Management: Financial Management	h	ECTS-Credits
a.	VO Financial Management Introduction to financial management: cash flow perspective, investment accounting methods, capital raising, capital structuring, financial planning	1	2
b.	PS Financial Management Advanced study of selected contents dealt with in the lecture based on exercises and case studies	2	3
	Total	3	5
	Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

9.	Compulsory Module: Information Systems and Digital Transformation	h	ECTS-Credits
a.	VO Introduction to Information Systems Use of information and communication technologies in organisations, information structure and security, mapping of operational issues in models and systems, analysis, design, documentation and implementation of information and communication systems, digital business models, technological foundations and the effects of digitisation on society	2	3.5
b.	PS Information Systems Practical application of theories, concepts and models	2	4
	Total	4	7.5

	Learning Outcomes: Acquisition of overview knowledge in the field of business computer science, knowledge of suitable technologies, ability to implement databases and to model business processes
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics

Core area: Economics

10.	Compulsory Module: Theory of Economic Decisions: Decisions and Strategies	h	ECTS-Credits
a.	VO Theory of Economic Decisions: Decisions and Strategies Market structure and competitive strategies, basics of game theory, economic theory of organisation, coordination of economic activities: markets and companies, contracts, information and incentives	2	2
b.	PS Theory of Economic Decisions: Decisions and Strategies Exercises for advanced study of the contents dealt with in the lecture (VO)	2	3
	Total	4	5
	Learning Outcomes: Acquisition of overview knowledge in the field of economics, ability to analyse, discuss and solve simple problems in economics		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

11.	Compulsory Module: Fundamentals of Macroeconomics: Business Cycles and Economic Growth	h	ECTS-Credits
a.	VO Fundamentals of Macroeconomics: Business Cycles and Economic Growth Goods markets, money and financial markets, labour markets, inflation, growth	2	2
b.	PS Fundamentals of Macroeconomics: Business Cycles and Economic Growth Exercises for advanced study of the contents dealt with in the lecture (VO)	2	3
	Total	4	5
	Learning Outcomes: Acquisition of overview knowledge in the field of economics, ability to analyse, discuss and solve simple problems in economics		
	Prerequisites: none		

12.	Compulsory Module: Economics and the Public Sector	h	ECTS-Credits
a.	VO Economics and the Public Sector Reasons of state activity in the market economy, theory of market failure, collective decision-making processes; analysis of state action and state failure	2	2
b.	PS Economics and the Public Sector Exercises for advanced study of the contents of the lecture	2	3
	Total	4	5

	Learning Outcomes: Acquisition of overview knowledge in the field of economics, ability to analyse, discuss and solve simple problems in economics
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics

Support area:

13.	Compulsory Module: Foreign Business Language	h	ECTS-Credits
	UE Foreign Business Language Training of linguistic and communicative skills for business life in an international context on the basis of selected topics from business life; Languages: English, French, Italian, Spanish or Russian	4	7.5
	Total	4	7.5
	Learning Outcomes: Ability to communicate (written and oral language) in the foreign language in business life		
	Prerequisites: language skills at the level of the school-leaving certificate for secondary schools (AHS or BHS) in the respective language		

14.	Compulsory Module: Statistical Data Analysis	h	ECTS-Credits
a.	VO Statistical Data Analysis Descriptive and inductive statistics	2	3
b.	PS Statistical Data Analysis Exercises for advanced study of the contents dealt with in the lecture (VO), application of suitable statistical software	2	4.5
	Total	4	7.5
	Learning Outcomes: Acquisition of overview knowledge in the field of statistics, ability to analyse, discuss and solve simple statistical problems, knowledge of suitable statistical software		
	Prerequisites: none		

15.	Compulsory Module: Mathematics	h	ECTS-Credits
a.	VO Mathematics Fundamentals of linear algebra, analysis, financial mathematics and probability theory	2	3
b.	PS Mathematics Exercises for advanced study of the contents dealt with in the lecture (VO)	2	4.5
	Total	4	7.5
	Learning Outcomes: Acquisition of overview knowledge in the field of mathematics; ability to analyse, discuss and solve mathematical problems		
	Prerequisites: none		

16.	Compulsory Module: Law for Management and Economics	h	ECTS-Credits
a.	VO Law for Management and Economics Fundamentals of jurisprudence with special consideration of economic issues, relevant areas of private and public law, European and international law aspects	2	4
b.	PS Law for Management and Economics Advanced study of the contents dealt with in the lecture (VO) based on practical issues	1	1
	Total	3	5
Learning Outcomes: Acquisition of overview knowledge in the field of law with special focus on economic facts			
Prerequisites: none			

Understanding Business and Economy – an Integrated Perspective

17.	Compulsory Module: Understanding Business and Economy – an Integrated Perspective	h	ECTS-Credits
	VU Understanding Business and Economy – an Integrated Perspective Study of selected entrepreneurial and economic questions from different technical and scientific perspectives	3	5
	Total	3	5
Learning Outcomes: Ability to grasp economic realities in their complexity and in interaction with societal developments and, based on this, to develop appropriate action strategies			
Prerequisites: successful completion of the five compulsory modules in the management core area and of two compulsory modules in the economic core area acc. to §5 par. 1			

Seminar with Bachelor's Thesis

18.	Compulsory Module: Seminar with Bachelor's Thesis	h	ECTS-Credits
	SE Seminar with Bachelor's Thesis Writing and presentation of the Bachelor's Thesis within the scope of a seminar lecture	1	1+14
	Total	1	15
Learning Outcomes: Independent writing of a written paper on a topic in management or economics (see §7) that meets the requirements of good scientific practice			
Prerequisites: successful completion of the elective module SBWL (Fundamentals) acc. to §5 par. 2 of the area of specialisation Management or the elective module SVWL (Fundamentals) acc. to §5 par. 3 in the area of specialisation Economics, the focus of which can be allocated to the Bachelor's Thesis.			

- (2) In the area of specialisation of management altogether 30 ECTS-Credits – at least two fundamental modules and one advanced module – must be passed from the offer of special business administration (SBWL):

Special Business Administration (Fundamentals)

1.	Elective Module: SBWL Financial Reporting and Auditing (Fundamentals)	h	ECTS-Credits
a.	VO Group Accounting and International Financial Reporting Information effects and norms based on case studies	2	4
b.	PS Group Accounting or Company Valuation Case studies, critical analysis of alternative information strategies in connection with current norms	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in accounting and auditing, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of compulsory module Accounting 1: Financial Accounting and of four further compulsory modules from the core area of management acc. to §5 par. 1			

2.	Elective Module: SBWL Company Taxation (Fundamentals)	h	ECTS-Credits
a.	VO Company Taxation Subject matter and basic problems of business taxation, basic concepts of taxation, procedures of investment calculation with taxes, tax consulting services	2	4
b.	PS Company Taxation Introduction to quantitative taxation, links between national income taxation and entrepreneurial activity	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in business taxation, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of compulsory module Accounting 1: Financial Accounting and of four further compulsory modules from the core area of management acc. to §5 par. 1			

3.	Elective Module: SBWL Controlling/Management Accounting (Fundamentals)	h	ECTS-Credits
a.	VO Controlling/Management Accounting Overview of the importance and the central instruments of controlling / management accounting as part of the corporate management, activity and tasks of controllers	2	4
b.	PS Controlling/Management Accounting Advanced study of selected topics of the lecture (VO)	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in controlling / management accounting, ability to analyse, discuss and solve problems for the analysis and control of organisations			
Prerequisites: successful completion of the compulsory module Accounting 2: Introduction to			

	Cost Accounting and four further compulsory modules from the core area of management acc. to §5 par. 1
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4.	Elective Module: SBWL Production and Logistics Management (Fundamentals)	h	ECTS-Credits
a.	VO Production and Logistics Management 1 Introduction to production and logistics management, tasks and planning concepts and methods of operational production and logistics management	2	4
b.	PS Production and Logistics Management 1 Advanced study of planning methods based on exercises and case studies	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in production management and logistics, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory module Fundamentals of Management: Operations Management and four further compulsory modules from the core area of management acc. to §5 par. 1			

5.	Elective Module: SBWL Human Resource Management (Fundamentals)	h	ECTS-Credits
a.	VO Strategic Human Resource Management Strategic orientation of HR work, personnel strategies, theoretical foundations of the contribution of HR work to the performance of companies, challenges of human resources actors	2	4
b.	PS Strategic Human Resource Management Case studies and practical examples of Strategic Human Resource Management	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in Human Resource Management, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory module Fundamentals of Management: Organisation and Human Resource Management and of four further compulsory modules from the core area of management acc. to §5 par. 1			

6.	Elective Module: SBWL Strategic Management (Fundamentals)	h	ECTS-Credits
a.	VO Fundamentals of Strategic Management Introduction to the core processes: strategic goal planning, analysis of the starting position, strategy formulation and strategy implementation	2	4
b.	PS Fundamentals of Strategic Management Case studies and practical examples for advanced study of the application of the instruments and methods of strategic business management	2	3.5
	Total	4	7.5
Learning Outcomes:			

	Acquisition of specialised knowledge in business management, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills
	Prerequisites: successful completion of the compulsory module Fundamentals of Management: Strategy and Marketing and of four further compulsory modules from the core area of management acc. to §5 par. 1

7.	Elective Module: SBWL Marketing (Fundamentals)	h	ECTS-Credits
a.	VU Strategic Marketing, Value Creation and Value Delivery Marketing as orientation, strategic positioning, design of the service programme, marketing communication, distribution, management of return services	2	4
b.	PS Strategic Marketing, Value Creation and Value Delivery Advanced study of selected contents dealt with in the VU	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialised knowledge in marketing, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills		
	Prerequisites: successful completion of the compulsory module Fundamentals of Management: Strategy and Marketing and of four further compulsory modules from the core area of management acc. to §5 par. 1		

8.	Elective Module: SBWL Finance: Corporate Finance and Corporate Valuation (Fundamentals)	h	ECTS-Credits
a.	VU Corporate Finance and Corporate Valuation Overview of the principles of corporate finance and business valuation from a predominantly economic and financial perspective. Presentation of theoretical foundations, empirical evidence and practical relevance	2	4
b.	PS Corporate Finance and Corporate Valuation Advanced study of selected issues dealt with in the VU based on advanced subject-specific literature, case studies and practical examples	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialised knowledge in the field of corporate finance and valuation, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills		
	Prerequisites: successful completion of the compulsory module Fundamentals of Management: Financial Management and four further compulsory modules from the core area of management acc. to §5 par. 1		

9.	Elective Module: SBWL Finance: Financial Markets, Asset Management and Valuation (Fundamentals)	h	ECTS-Credits
a.	VU Finance: Financial Markets, Asset Management and Valuation Financial markets in theory and practice: information efficiency of financial markets, interactions and decisions of market participants with regards to equilibrium theory, agency theory and information theory, as well as the resulting concepts for the valuation of financial instruments	2	4

b.	PS Finance: Financial Markets, Asset Management and Valuation Advanced study of fundamental issues dealt with in the VU	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in the area of financial markets, asset management and valuation of financial instruments, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory module Fundamentals of Management: Financial Management and four further compulsory modules from the core area of management acc. to §5 par. 1			

10.	Elective Module: SBWL Finance: Financial Institutions, Financial Innovations and Fintechs (Fundamentals)	h	ECTS-Credits
a.	VU Financial Institutions, Financial Innovations and Fintechs Overview of the structures and dynamics of the financial industry with a focus on recent developments, driven by digitisation, as well as regulatory frameworks and their management	2	4
b.	PS Financial Institutions, Financial Innovations and Fintechs Advanced study of fundamental issues deal with in the VU based on advanced subject-specific literature, case studies and practical examples	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in the field of financial institution management, financial innovation and fintech, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory Fundamentals of Management: Financial Management and four further compulsory modules from the core area of management acc. to §5 par. 1			

11.	Elective Module: SBWL Information Systems (Fundamentals)	h	ECTS-Credits
a.	VU System Planning Fundamentals of system planning and project management, phase concept of system planning, project planning, project monitoring and project control of IT projects	2	4
b.	PS Management of IT Projects Practice-oriented application of the methods of system planning, software tool, case studies	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in business informatics, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory module Information Systems and Digital Transformation and of four other compulsory modules from the core area of management acc. to §5 par. 1			

12.	Elective Module: SBWL Retail Management (Fundamentals)	h	ECTS-Credits
a.	VU Strategic Retail Management Brand development in retail, assortment and location optimisation, logistics, POS design, purchasing policy	2	4
b.	PS Strategic Retail Management Advanced study of selected contents dealt with in the VU	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in commercial management, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of compulsory modules Fundamentals of Management: Strategy and Marketing and of four further compulsory modules from the core areas of management acc. to §5 par. 1			

13.	Elective Module: SBWL Management of Tourism and the Service Sector (Fundamentals)	h	ECTS-Credits
a.	VO Service Design and Customer Relationship Management Fundamentals of service management, consumer behaviour, service quality, service development, strategies of service companies, research methods	2	4
b.	PS Service Design and Customer Relationship Management Instruments and techniques in service and tourism management, consumer behaviour, application of research methods	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge of service and tourism management as well as the psychological basis of service consumption, advanced study of the theoretical contents by solving practical problems, acquisition of method, presentation and communication skills.			
Prerequisites: successful completion of compulsory modules Fundamentals of Management: Strategy and Marketing and of four further compulsory modules from the core areas of management acc. to §5 par. 1			

14.	Elective Module: SBWL International Public Management (Fundamentals)	h	ECTS-Credits
a.	VO Introduction to New Public Managements Theoretical foundations of the modernisation of the state (institutions and tasks) according to the principles of the NPM in an international context	2	4
b.	PS Cases in New Public Management Current issues of administrative modernisation in comparative country studies and their relevance for the management of public administrations in Austria	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in international administrative management, ability to analyse, discuss and solve advanced business problems, acquisition of presentation and communication skills			

	Prerequisites: successful completion of five compulsory modules from the core area of management acc. to §5 par. 1
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Special Business Administration (Advanced)

15.	Elective Module: SBWL Financial Reporting and Auditing (Advanced)	h	ECTS-Credits
a.	VO Auditing according to National and International Standards Explanation of auditing (judgement) processes and discussion of audit standards based on case studies	2	4
b.	SE Case Studies in Auditing Critical examination of auditing standards, auditing problems and ethical questions in connection to current standards	2	3.5
	Total	4	7.5
Learning Outcomes: Specialisation in accounting and auditing, discussion and solution of advanced business problems, improving of presentation and communication skills			
Prerequisites: successful completion of elective modules SBWL Financial Reporting and Auditing (Fundamentals)			

16.	Elective Module: SBWL Company Taxation (Advanced)	h	ECTS-Credits
	SE Company Taxation National corporate taxation in an international context, tax management and corporate tax strategies, case studies and practical examples	4	7.5
	Total	4	7.5
Learning Outcomes: Specialisation in business taxation, discussion and solution of advanced business problems, improving of presentation and communication skills			
Prerequisites: successful completion of the elective module SBWL Company Taxation (Fundamentals)			

17.	Elective Module: SBWL Controlling (Advanced)	h	ECTS-Credits
	SE Controlling (Advanced) Controlling tools for decision support; role models of controllers and controllers; relationship dynamics between management and controllers; critical reflection of the effects of controlling	4	7.5
	Total	4	7.5
Learning Outcomes: Advanced study of controlling, discussion and solution of advanced business problems, improving presentation and communication skills			
Prerequisites: successful completion of elective modules SBWL Controlling/Management Accounting (Fundamentals)			

18.	Elective Module: SBWL Management Accounting (Advanced)	h	ECTS-Credits
	VU Management Accounting: Internationale Perspectives (Advanced) Strategic and social topics of management accounting; international perspectives of management accounting; current questions of management accounting	4	7.5
	Total	4	7.5
	Learning Outcomes: Specialisation in management accounting, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of elective module SBWL Controlling/Management Accounting (Fundamentals)		

19.	Elective Module: SBWL Operations Management and Logistics (Advanced)	h	ECTS-Credits
a.	VU Production and Logistics Management (Advanced) Strategic and tactical production and logistics management, design of production systems and value networks, tasks and planning methods	2	4
b.	SE Production and Logistics Management (Advanced) Advanced study of planning methods based on exercises and case studies	2	3.5
	Total	4	7.5
	Learning Outcomes: Special knowledge in production management and logistics, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of the elective module SBWL Production and Logistic Management (Fundamentals)		

20.	Elective Module: SBWL Human Resource Management (Advanced)	h	ECTS-Credits
a.	VU Applied Research in Human Resource Management Introduction to the research process, objectives and topics of human resources research, selected methods of data collection and processing, quality assurance, ethical and legal issues	2	4
b.	SE Methods of Applied Research in Human Resource Management Project work on selected topics of human resources research	2	3.5
	Total	4	7.5
	Learning Outcomes: Advanced study of Human Resource Management, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of the elective module SBWL Human Resource Management (Fundamentals)		

21.	Elective Module: SBWL Strategic Management (Advanced)	h	ECTS-Credits
	SE Strategic Management and Leadership Central challenges of executives in strategic management, current issues in strategic management, evaluation of strategies and processes, strategy implementation, concepts and tools at the interface to strategy such as leadership, organizational structure, culture, innovation, finance	4	7.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialised knowledge in business management, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of the elective module SBWL Strategic Management (Fundamentals)		

22.	Elective Module: SBWL Marketing (Advanced)	h	ECTS-Credits
	SE Market Research and Brand Development Market research (information needs, information gathering tools, information gathering and information distribution processes), access to the "brand" and its consequences for the management of an organisation; process result monitoring	4	7.5
	Total	4	7.5
	Learning Outcomes: Advanced study of marketing, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of the elective module SBWL Marketing (Fundamentals)		

23.	Elective Module: SBWL Finance: Risk Management and Derivatives (Advanced)	h	ECTS-Credits
a.	VU Risk Management and Derivatives In-depth overview of modern concepts of risk measurement and risk management as well as their application in real economic enterprises and financial institutions	2	4
b.	SE Risk Management and Derivatives Advanced study of selected issues dealt with in the VU based on further subject-specific literature, case studies and practical examples	2	3.5
	Total	4	7.5
	Learning Outcomes: Specialised knowledge in risk management and derivative financial instruments, discussion and solution of advanced business problems, improved of presentation and communication skills		
	Prerequisites: successful completion of the elective module SBWL Finance: Financial Institutions, Financial Innovations and Fintechs (Fundamentals) or SBWL Finance: Corporate Finance and Corporate Valuation (Fundamentals) or SBWL Finance: Finance Markets, Asset Management and Valuation (Fundamentals)		

24.	Elective Module: SBWL Finance: Behavioural Finance (Advanced)	h	ECTS-Credits
a.	VU Behavioural Finance Fundamentals of human behaviour in (financial) economic issues through theoretical, empirical and experimental research, as well as their impact on financial markets, the real economy and society: Prospect Theory, behavioural anomalies, self-regulation in (financial) economic decisions	2	4
b.	SE Behavioural Finance Advanced study of basic issues dealt with in the VU based on experiments, subject-specific literature and case studies	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge in the field of behavioural financial market research; Ability to analyse, discuss and solve advanced business problems, improving presentation and communication skills			
Prerequisites: successful completion of the elective module SBWL Finance: Financial Institutions, Financial Innovations and Fintechs (Fundamentals) or SBWL Finance: Corporate Finance and Corporate Valuation (Fundamentals) or SBWL Finance: Finance Markets, Asset Management and Valuation (Fundamentals)			

25.	Elective Module: SBWL Information Systems (Advanced)	h	ECTS-Credits
a.	VU Information Management Principles, objectives and tasks of information management; business and business process modelling, evaluation of information and communication systems to improve knowledge and business processes	2	3.5
b.	SE Management of Information Systems Methods of information management, business and business process modelling and the creation of digital business models through case studies and examples	2	4
	Total	4	7.5
Learning Outcomes: Specialisation in business informatics, discussion and solution of advanced business problems, improving of modelling, presentation and communication skills			
Prerequisites: successful completion of the elective modules SBWL Information Systems (Fundamentals)			

26.	Elective Module: SBWL Retail Management (Advanced)	h	ECTS-Credits
	SE Retail Management Implementation Design of innovation processes, online sales and communication, merchandising and store design, employer branding, customer loyalty and personnel management	4	7.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge in commercial management, ability to analyse, discuss and solve advanced business problems, improving of presentation and communication skills			

	Prerequisites: successful completion of the elective module SBWL Retail Management (Fundamentals)
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27.	Elective Module: SBWL Management of Tourism and the Service Sector (Advanced)	h	ECTS-Credits
a.	VU Marketing Management of Services Strategic and operational management in service and tourism companies, market segmentation, product, brand, communication, pricing and distribution policies in service companies, tourism stakeholders, customer journey, Dominant Logic service	2	4
b.	SE Marketing Management of Services Service environment, value creation, expansion and site selection, capacity management, queue management in service companies, service innovation	2	3.5
	Total	4	7.5
	Learning Outcomes: Advanced study of specialised knowledge in service and tourism management, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of the elective module SBWL Management of Tourism and the Service Sector (Fundamentals)		

28.	Elective Module: SBWL Public Management Instruments (Advanced)	h	ECTS-Credits
	SE Concepts, Methods and Instruments of Public Management Overview of the main concepts, methods and tools for managing public administrations, project work with practice-relevant problems in the public sector	4	7.5
	Total	4	7.5
	Learning Outcomes: Advanced study of specialist knowledge in public management, discussion and solution of advanced business problems, improving of presentation and communication skills		
	Prerequisites: successful completion of the elective modules SBWL International Public Management (Fundamentals)		

- (3) For the specialisation in economics, altogether 30 ECTS-Credits must be selected from the offer in special economics – at least two fundamental modules and one advanced module:

Special Economics (Fundamentals)

1.	Elective Module: SVWL Internationale Economics: International Trade Theory and Policy (Fundamentals)	h	ECTS-Credits
a.	VU International Economics: International Trade Theory and Policy Introduction to the theory of the international division of labour and its effects	2	3
b.	PS International Economics: International Trade Theory and Policy Exercises for advanced study of the topics dealt with in the VU, practical examples	2	4.5
	Total	4	7.5

	Learning Outcomes: Acquisition of specialised knowledge in international economic relations, discussion and solution of advanced economic problems, acquisition of presentation and communication skills
	Prerequisites: successful completion of the four compulsory modules in the core area of management and/or economics acc. to §5 par. 1

2.	Elective Module: SVWL International Monetary Economics and International Institutions (Fundamentals)	h	ECTS-Credits
a.	VU International Monetary Economics and International Institutions (Fundamentals) Monetary foreign trade theory and international institutions: exchange rates, interest rates, optimal currency areas and international institutions	2	3
b.	PS International Monetary Economics and International Institutions (Fundamentals) Exercises for advanced study of the contents dealt with in the VU, practical examples	2	4.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialised knowledge in international economic relations, discussion and solution of advanced economic problems, acquisition of presentation and communication skills		
	Prerequisites: successful completion of the four compulsory modules in the core area of management and/or economics acc. to §5 par. 1		

3.	Elective Module: SVWL Methods in Empirical Economics (Fundamentals)	h	ECTS-Credits
a.	VU Methods in Empirical Economics (Fundamentals) Fundamental methods of econometrics needed in empirical economic research	2	3
b.	PS Methods in Empirical Economics (Fundamentals) Advanced study of the topics dealt with in the VU based on examples, examination of selected issues in the field of empirical economic research	2	4.5
	Total	4	7.5
	Learning Outcomes: Introduction to the analysis, discussion and processing of quantitative problems using econometric methods		
	Prerequisites: successful completion of the four compulsory modules in the core area of management and/or economics acc. to §5 par. 1		

4.	Elective Module: SVWL Behavioural and Experimental Economics (Fundamentals)	h	ECTS-Credits
a.	VU Behavioural and Experimental Economics Fundamental methods and concepts of experimental economic research and behavioural economics	2	3
b.	PS Behavioural and Experimental Economics Advanced study of the topics dealt with in the VU based on examples, examination of selected issues in the field of behavioural and experimental economics	2	4.5

	Total	4	7.5
	Learning Outcomes: Introduction to the analysis, discussion and processing of behavioural economic questions with the help of experimental economic methods and simple modelling		
	Prerequisites: successful completion of the four compulsory modules in the core area of management and/or economics acc. to §5 par. 1		

5.	Elective Module: SVWL Market Economy and Public Policy (Fundamentals)	h	ECTS-Credits
a.	VU Market Economy and Public Policy Advanced methods for the analysis of collective decisions and state action, their financing and economic impacts; advanced methods in the field of competition theory and policy; presentation of theoretical foundations and empirical evidence	2	3
b.	PS Market Economy and Public Policy Advanced study and reflection of selected contents dealt with in the VU based on literature examination, lectures and discussions	2	4.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialised knowledge in the area of market and state, discussion and solution of advanced economic problems, acquisition of presentation and communication skills		
	Prerequisites: successful completion of the four compulsory modules in the core area of management and/or economics acc. to §5 par. 1		

Special Economics (Advanced)

6.	Elective Module: SVWL Methods in Empirical Economics (Advanced)	h	ECTS-Credits
	VU Methods in Empirical Economics Specific methods of econometrics, e.g. system estimation, programme evaluation, panel econometrics and dynamic econometric models; collection of necessary or appropriate data and their processing; selection and application of econometric methods and interpretation of empirical results	3	7.5
	Total	3	7.5
	Learning Outcomes: Students should be able to understand and assess the presented econometric methods and their application in empirical publications. The focus lies on the application and assessment of econometric procedures, the identification of the strengths and limitations of the analyses and the data used and the assessment of the generalisability of the results obtained		
	Prerequisites: successful completion of one elective modules in the field of special economics (fundamentals)		

7.	Elective Module: SVWL Behavioural and Experimental Economics (Advanced)	h	ECTS-Credits
	VU Behavioural and Experimental Economics Advanced study and application of advanced methods and concepts of experimental economic research and behavioural economics	3	7.5
	Total	3	7.5

	Learning Outcomes: Independent examination and analysis of economic problems with the help of the methods and concepts of behavioural and experimental economics as well as their transfer into one's own action environment; improving of the presentation and communication skills
	Prerequisites: successful completion of one elective modules in the field of special economics (fundamentals)

8.	Elective Module: SVWL Market Economy and Public Policy (Advanced)	h	ECTS-Credits
	VU Market Economy and Public Policy Advanced and application of advanced methods for the analysis of selected problems in the field of financial studies or competition theory and policy	3	7.5
	Total	3	7.5
	Learning Outcomes: Advanced study of specialist knowledge in the area of market and state. The students are able to examine challenging economic problems, to reflect on them and to transfer the results into their own environment; improving of presentation and communication skills		
	Prerequisites: successful completion of one elective modules in the field of special economics (fundamentals)		

(4) For the specialisation in management and the specialisation in economics four modules from the following elective modules corresponding to altogether 30 ECTS-Credits must be passed:

1. A not yet passed module (7.5 ECTS-Credits) from the offer of special business administration (SBWL fundamentals or advanced) acc. to par. 2 may be selected.
2. A not yet passed module (7.5 ECTS-Credits) from the offer of special economics (fundamentals or advanced) acc. to par. 3 may be selected.

3.	Elective Module: Gender, Diversity and Management	h	ECTS-Credits
a.	VO Gender, Diversity und Management Theoretical concepts for understanding the role of gender in management, possibilities and limits of company equality and diversity policy	2	4
b.	PS Gender, Diversity and Management Advanced study of selected issues in the context of gender, diversity and management	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge and skills in the field of gender, diversity and management		
	Prerequisites: successful completion of four compulsory modules in the core area of management acc. to §5 par. 1		

4.	Elective Module: Integrated Management with Enterprise Resource Planning Systems	h	ECTS-Credits
a.	VO Enterprise Resource Planning Systems Fundamentals of business management of enterprise-resource-planning systems	2	4
b.	PS Application of Enterprise Resource Planning Systems Interactive demonstration of how enterprise resource planning systems work using online ERP systems	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in ERPs			
Prerequisites: successful completion of four compulsory modules in the core area of management acc. to §5 par. 1			

5.	Elective Module: Digital Business	h	ECTS-Credits
a.	VU Digital Business Overview of business models, products, services, structures and processes enabled by new technological developments in the context of digitisation and insight into the management of the digital transformation of companies, organisations and institutions	3	5
b.	SE Digital Business Advanced study of selected topics dealt with in the VU	1	2.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialised knowledge and competences in the field of digital business, the use of new technological developments for digital transformation and the analysis of the impact on companies, organisations and institutions			
Prerequisites: successful completion of four compulsory modules in the core area of management acc. to §5 par. 1			

6.	Elective Module: Tax Management	h	ECTS-Credits
a.	VO Tax Management Tax aspects of starting a business, ongoing business taxation and the termination / transfer of the business	2	4
b.	PS Tax Management Advanced study of the topics dealt with in the lecture by examination and studying of case studies	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in tax management			
Prerequisites: successful completion of the compulsory module Accounting 1: Financial Accounting as well as three compulsory modules from the core area of management acc. to §5 par. 1			

7.	Elective Module: Analysis of Financial Statements	h	ECTS-Credits
a.	VO Analysis of Financial Statements Company analysis on the basis of the annual financial statements in a national and international context (with the principles of IFRS) as well as accounting policy from a user-oriented point of view		
b.	PS Analysis of Financial Statements Advanced study of the analysis approaches dealt with in the lecture and case studies		
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and competences in financial statement analysis			
Prerequisites: successful completion of the compulsory module Accounting 1: Financial Accounting as well as three compulsory modules from the core area of management acc. to §5 par. 1			

8.	Elective Module: Accounting and Business Restructuring	h	ECTS-Credits
a.	VO Accounting and Business Restructuring Imparting of knowledge and skills for corporate restructuring and insolvency law	2	4
b.	PS Accounting and Business Restructuring Imparting of knowledge and skills in the field of balance sheet analysis as well as their advanced study based on case studies	2	3.5
	Total		
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of business accounting and restructuring			
Prerequisites: successful completion of the compulsory module Accounting 1: Financial Accounting as well as three compulsory modules from the core area of management acc. to §5 par. 1			

9.	Elective Module: Corporate Governance	h	ECTS-Credits
a.	VO Corporate Governance Overview of key statutory and voluntary corporate governance mechanisms (corporate governance codes, shareholder value, corporate social responsibility)	2	4
b.	PS Corporate Governance Advanced study of selected topics dealt with in the VO	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of corporate governance			
Prerequisites: successful completion of four compulsory modules from the core area of management acc. to §5 par. 1			

10.	Elective Module: Corporate Sustainability	h	ECTS-Credits
a.	VU Corporate Sustainability Strategic, organisational, systemic and ethical aspects of Corporate Sustainability (CS); economic, social and environmental dimensions of CS; CS view of a stakeholder perspective; sustainable design of different corporate functions	2	3.5
b.	PS Corporate Sustainability Advanced study of selected topics dealt with in the VO	2	4
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of corporate sustainability			
Prerequisites: successful completion of four compulsory modules from the core area of management acc. to §5 par. 1			

11.	Elective Module: Teaching and Learning in Organisations	h	ECTS-Credits
a.	VO Teaching and Learning in Organisations Theoretical concepts for the design of teaching-learning processes in organisations, possibilities and limits of company-based teaching-learning approaches	2	4
b.	PS Teaching and Learning in Organisations Advanced study of selected issues from the context of teaching and learning in organisations, development of design concepts	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of teaching and learning in organisations			
Prerequisites: successful completion of four compulsory modules from the core area of management acc. to §5 par. 1			

12.	Elective Module: Workplaces as Learning Environments	h	ECTS-Credits
a.	VO Workplaces as Learning Environments Adult learning, workplace education, conception of workplace education, workplace learning	2	3.5
b.	PS Workplaces as Learning Environments Advanced study of selected topics dealt with in the VO	2	4
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of workplaces as learning environments			
Prerequisites: successful completion of four compulsory modules from the core area of management acc. to §5 par. 1			

13.	Elective Module: Methods of Structured Problem-Solving	h	ECTS-Credits
	VU Methods of Structured Problem-Solving Examination of central business issues ("cases") from different technical perspectives; structured analysis of problems; Business analysis methods; professional presentation of results	4	7.5
	Total	4	7.5
	Learning Outcomes: Acquisition of skills for structured analysis and handling of business problems as well as effective communication of results		
	Prerequisites: successful completion of four compulsory modules from the core area of management acc. to §5 par. 1		

14.	Elective Module: Specific Topics of Management	h	ECTS-Credits
a.	VO Specific Topics of Management Discussion and advanced study of specific topics of business administration, such as corporate social responsibility, sustainable resource management, digitisation, industrial relations	2	3.5
b.	SE Specific Topics of Management Advanced study of selected topics dealt with in the VO	2	4
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge and skills in selected topics of business management		
	Prerequisites: successful completion of four compulsory modules from the core area of management acc. to §5 par. 1		

15.	Elective Module: Corporate Decision-Making and Societal Responsibility	h	ECTS-Credits
a.	VU Corporate Decision-Making and Societal Responsibility Overview of typical structures and problems of business decisions in an economic and social context: decisions under uncertainty and risk, decisions in the multi-person context, decision heuristics, prospect theory, behavioural anomalies and their impact on society and possible ways to improve	3	5
b.	PS Corporate Decision-Making and Societal Responsibility Advanced study of issues dealt with in the VU	1	2.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge or competences in operational decisions and associated social responsibility		
	Prerequisites: successful completion of four compulsory modules in the core area of management and/or economics acc. to §5 par. 1		

16.	Elective Module: Nudging	h	ECTS-Credits
a.	VU Nudging Advanced knowledge in behavioural economics with a special focus on nudging, decision-making architecture and decision-making to improve individual, entrepreneurial and societal decisions	2	3.5
b.	SE Nudging Advanced study of the issues dealt with in the VU by means of practical examples and practical application of decision-making architecture and nudges (e.g. energy and environmental nudges, saving and investment nudges) of partner organisations in the public sector and in the private sector	2	4
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of nudging and optimisation of decision-making in businesses and in public organisations			
Prerequisites: successful completion of four compulsory modules in the core area of management and/or economics acc. to §5 par. 1			

17.	Elective Module: Digital Markets	h	ECTS-Credits
a.	VU Digital Markets Analysis of the interaction between individual behaviour and the organisation of digital market forms from an entrepreneurial and economic perspective	3	5
b.	SE Digital Markets Advanced study of selected topics dealt with in the VU	1	2.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge and skills in the field of digital markets			
Prerequisites: successful completion of four compulsory modules in the core area of management and/or economics acc. to §5 par. 1			

18.	Elective Module: Economic Policy	h	ECTS-Credits
a.	VU Economic Policy Economic policy concepts and their theoretical foundations	2	3
b.	PS Economic Policy Advanced study of the topics dealt with in the VU based on examples and case studies	2	4.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge in economic policy, discussion and solution of advanced economic problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

19.	Elective Module: Economic and Social History	h	ECTS-Credits
a.	VU Economic and Social History Main features of global economic and social historical developments or history of economic doctrines	2	3
b.	PS Economic and Social History Advanced study of the topics dealt with in the VU based on examples and case studies	2	4.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge in economic and social history, discussion and solution of advanced economic problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

20.	Elective Module: Macroeconomics of Open Economies and European Integration (Fundamentals)	h	ECTS-Credits
a.	VU Macroeconomics of Open Economies Introduction to the methods and theories for the analysis of open economies and their significance for the interpretation of macroeconomic processes	2	3
b.	PS Macroeconomics of Open Economies Advanced study of the topics dealt with in the VU based on practical examples	2	4.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge in macroeconomics; reflection of the central theories relating to the dynamics of the European Economic Area.			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

21.	Elective Module: Firms, Markets, Competition	h	ECTS-Credits
a.	VU Firms, Markets, Competition Analysis of horizontal and vertical integration in markets with incomplete competition; measuring market power; fundamentals of competition law	2	3
b.	PS Firms, Markets, Competition Advanced study of the contents dealt with in the VU based on exercises	2	4.5
	Total	4	7.5
Learning Outcomes: Students should be able to assess questions of competition policy with the help of analysis instruments of welfare economics. Advanced understanding of markets with incomplete competition beyond the contents of the module Theory of Economic Decisions			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

22.	Elective Module: Economics of Leisure and Sport	h	ECTS-Credits
a.	VU Economics of Leisure and Sport Application of the instruments of economic analysis in the sector of sport and leisure industry as well as tourism	2	3
b.	PS Economics of Leisure and Sport Advanced study of the contents dealt with in the VU by exercises	2	4.5
	Total	4	7.5
Learning Outcomes: Students should be able to analyse the circulatory, competitive, employment and foreign trade effects of the leisure sector and to identify and critically evaluate the resulting economic policy options			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

23.	Elective Module: Health Economics and Social Security	h	ECTS-Credits
a.	VU Health Economics and Social Security Introduction to the economic analysis of health care and social security systems (for example, health insurance, long-term care insurance)	2	3
b.	PS Health Economics and Social Security Advanced study and reflection of the central topics dealt with in the VU by examination of literature, holding a lecture and discussion	2	4.5
	Total	4	7.5
Learning Outcomes: Imparting economic concepts to analyse the demand for health and social security systems, the specificities of the market as well as health care goods, and the assessment of life and health			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

24.	Elective Module: Economics of Taxation	h	ECTS-Credits
a.	VU Economics of Taxation Application of economic theory to questions of taxation and discussion of empirical evidence: tax transfer, effects of taxation on economic decisions (for example, consumption structure, labour supply, savings, location decisions), optimal taxation, international taxation	2	3
b.	PS Economics of Taxation Advanced study and reflection of the central topics dealt with in the VU by examination of literature, holding a lecture and discussion	2	4.5
	Total	4	7.5
Learning Outcomes: Acquisition of specialist knowledge in the field of taxation, discussion and solution of advanced economic problems, acquisition of presentation and communication skills			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

25.	Elective Module: Environmental Economics	h	ECTS-Credits
a.	VU Environmental Economics The environmental problem from an economic perspective; instruments of environmental policy; analysis of international environmental issues; analysis of selected environmental problems	2	3
b.	PS Environmental Economics Examination of selected topics on environmental problems (literature study, smaller independent contributions, solution of problems / exercises, discussion)	2	4.5
	Total	4	7.5
Learning Outcomes: Students understand and analyse the environmental problem from an economic perspective and identify and critically evaluate solutions.			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

26.	Elective Module: Regional Economics	h	ECTS-Credits
a.	VU Regional Economics Imparting simple procedures for the analysis of regional economic contexts and introduction to the objectives and instruments of the European Regional Policy	2	3
b.	PS Regional Economics Examination of selected topics on regional economics (literature study, smaller independent contributions, solution of problems / exercises, discussion)	2	4.5
	Total	4	7.5
Learning Outcomes: Students understand the role of space in economic analysis and reflect on how regional development models are applied in the EU.			
Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics			

27.	Elective Module: Managerial Economics	h	ECTS-Credits
a.	VU Managerial Economics Systematic study of producer and consumer theory; focus on incentive structures in asymmetric information (Principal Agent Theory, Adverse Selection) using game theory tools, market failure, externalities, public goods	2	3
b.	PS Managerial Economics Advanced study of the topics dealt with in the VU by exercises	2	4.5
	Total	4	7.5
Learning Outcomes: Students analyse companies' incentive structures in different market forms and identify optimal behaviour			
Prerequisites: successful completion of the compulsory modules Introduction to Management			

	and Introduction to Economics
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28.	Elective Module: Economic Modelling and Simulation	h	ECTS-Credits
	VU Modelling and Simulation Analysis of economic relationships, transfer into a formal framework, general solutions and appropriate simulation techniques, interpretation of analysis and simulation results	3	7.5
	Total	3	7.5
	Learning Outcomes: Students can translate relevant economic problems into a formal framework. They are able to analyse the relationships with general solutions and / or simulation techniques. They know procedures to assess the sensitivity of their results.		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

29.	Elective Module: Current Developments in the Economy and Society	h	ECTS-Credits
a.	VU Current Developments in the Economy and Society Theoretical and empirical analysis of current economic topics	2	3
b.	PS Current Developments in the Economy and Society Advanced study of selected topics dealt with in the VU	2	4.5
	Total	4	7.5
	Learning Outcomes: Students recognize the relevance of theoretical concepts. They are able to research the state of scientific discussion and empirical basis. They can systematically organise the material, critically comment on it and present it accordingly.		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

30.	Elective Module: Data Analytics	h	ECTS-Credits
a.	VU Data Analytics Statistical modelling with supervised and unsupervised learning methods	3	5
b.	PS Data Analytics Empirical case studies on data analytics	1	2.5
	Total	4	7.5
	Learning Outcomes: Acquisition of skills for the independent examination of statistical problems on the basis of application-related questions, implementation in statistical software and communication of the results		
	Prerequisites: successful completion of the compulsory modules Introduction to Management and Introduction to Economics		

31.	Elective Module: Italian Law and Economics I: Public Business Law and Labour Law	h	ECTS-Credits
a.	VO Italian Law and Economics I Examination of the constitutional and administrative fundamentals of economic life as well as fundamental questions of labour law, in particular in relation to the personnel sector	2	4
b.	PS Italian Law and Economics I Advanced study of fundamentals issues dealt with in the VO Italian Law and Economics I.	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of relevant basic knowledge of Italian public law and Italian employment law; ability to analyse, discuss and solve fundamental problems of business law; acquisition of presentation and communication skills.			
Prerequisites: successful completion of four compulsory modules in the core area of management and/or economics acc. to §5 par. 1			

32.	Elective Module: Italian Law and Economics II: Commercial and Business Law, Company Law, Bankruptcy Law	h	ECTS-Credits
a.	VO Italian Law and Economics II Presentation of the most important types of contracts in corporate transactions; examination of the determinants of the entrepreneur and the company, with particular attention to competition law and the rules of market interaction; introduction to company law. Introduction to securities law.	2	4
b.	PS Italian Law and Economics II Advanced study of fundamentals issues dealt with in the VO Italian Law and Economics II	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of relevant basic knowledge of Italian commercial, business, corporate and bankruptcy law; ability to analyse, discuss and solve fundamental problems of business law; acquisition of presentation and communication skills			
Prerequisites: successful completion of four compulsory modules in the core area of management and/or economics acc. to §5 par. 1			

33.	Elective Module: Italian Tax Law	h	ECTS-Credits
a.	VO Italian Tax Law Overview of all areas of Italian tax law	2	4
b.	PS Italian Tax Law Advanced study of fundamental questions dealt with in the VO Italian Tax Law	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of a practical overview of Italian tax law; skills to analyse, discuss and solve basic tax issues; acquisition of presentation and communication skills			

	Prerequisites: successful completion of four compulsory modules in the core area of management and/or economics acc. to §5 par. 1
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34.	Elective Module: Social Sciences	h	ECTS-Credits
	Social Sciences Providing the availability of places, courses corresponding to 7.5 ECTS-Credits may be selected from the offer of the Bachelor's Programme Sociology and/or the Bachelor's Programme Political Science.		7.5
	Total		7.5
	Learning Outcomes: Acquisition of an overview knowledge in the field of sociology and/or political science		
	Prerequisites: The registration requirements specified in the respective curriculum must be met.		

35.	Elective Module: Free Elective Module	h	ECTS-Credits
	Providing the availability of places, this module enables the passing of a further not yet passed elective module of this Bachelor's programme or of courses from other Bachelor's programmes at the University of Innsbruck. It is recommended to pass a course in the field of gender studies, women's and gender research.		7.5
	Total		7.5
	Learning Outcomes: Acquisition of additional competences and skills		
	Prerequisites: The registration requirements specified in the respective curriculum must be met.		

- (5) Instead of the elective modules acc. to par. 4, a Complementary Subject Area may be passed, providing the availability of places. Complementary Subject Areas are fixed modules from other disciplines corresponding to 30 ECTS-Credits as published in the University of Innsbruck Bulletin.

§ 6 Studies induction and orientation stage

- (1) Within the scope of the studies induction and orientation stage, which takes place in the first semester, the following course examinations must be passed:
1. VO Business and Management Concepts (CM 1a, 2 hrs, 4 ECTS-Credits),
 2. VO Fundamentals of Economics (CM 2a, 2 hrs, 4 ECTS-Credits).
- (2) Students with positive grades in the exams of the study induction and orientation stage have the right to participate in all other courses, take the exams of these courses, and write a Bachelor's Thesis.
- (3) Before the completion of the studies induction and orientation stage, students can participate in courses amounting to 22 ECTS-Credits. The registration requirements specified by the curriculum apply.

§ 7 Bachelor's Thesis

- (1) In the Bachelor Programme a Bachelor's Thesis must be written.
- (2) The Bachelor's Thesis must reflect the standards of management or economics both in terms of content and method.

- (3) By writing the Bachelor's Thesis, students proof that they are able to independently apply the theoretical and methodological instruments of management or economics resp. on a specific questions in a limited time.
- (4) The Bachelor's Thesis in the specialisation area of management it to be written within the compulsory module Seminar with Bachelor's Thesis (§5 par. 1) and must have its focus on an area of special business administration acc. to §5 par. 2. The topic of the Bachelor's Thesis must be attributable to an already passed elective module in special business administration (SBWL Fundamentals) acc. to §5 par. 2. The registration for the Bachelor's Thesis requires a written declaration of the area of specialisation in management acc. to §2 par. 3.
- (5) The Bachelor's Thesis in the specialisation area of economics is to be written within the compulsory module Seminar with Bachelor's Thesis (§5 par. 1) and must have its focus on an area of special economics acc. to §5 par. 3. The topic of the Bachelor's Thesis must be attributable to an already passed elective module in special economics (SVWL Fundamentals) acc. to §5 par. 3. The registration for the Bachelor's Thesis requires a written declaration of the area of specialisation in economics acc. to §2 par. 3
- (6) Students have the right to propose the topic of the Bachelor's Thesis or to choose it from a number of proposals.
- (7) The Bachelor's Thesis is equivalent to a workload of 14 ECTS-Credits. This workload is added to the workload defined by the course in which the Bachelor Thesis is written.
- (8) The topic of the Bachelor's Thesis must be defined together with the course instructor no later than four weeks after teaching and performance assessment have started in the semester during which the thesis is written.
- (9) The Bachelor's Thesis must be submitted in printed and in electronic form by the end of the course in which the Bachelor's Thesis is written.
- (10) The course instructor must grade the Bachelor's Thesis within two months.
- (11) It is permissible for several students to work on one single topic together, as long as it is feasible to assess the performance of each individual student separately.
- (12) Bachelor's Theses can be written in a language other than German, if the course instructor agrees.

§ 8 Examination regulations

- (1) The performance of modules is assessed in one of the following ways:
 1. Modules consisting of a lecture and one course with continuous performance assessment – with the exception of the modules Introduction to Management, Introduction to Economics and Mathematics – are assessed by the evaluation of the courses with continuous performance assessment and by an overall examination of the subject matter of the courses of the module, whereby a positive evaluation of the course with continuous performance assessment is the requirement for being admitted to the overall examination.
 2. The modules Introduction to Management, Introduction to Economics as well as Mathematics are completed by course examinations;
 3. Modules consisting of a lecture and several courses with continuous performance assessment are evaluated by course examinations;
 4. Modules consisting of exclusively one or several courses with continuous performance assessment are assessed by the evaluation of these courses.
- (2) In case of course examinations, the course instructor has to define the examination method (written/oral/exam paper) at the beginning of the course.
- (3) Methods and types of overall examinations:
Overall examinations cover the content of the entire module and are to be taken before individual examiners. The overall examination is a written examination (duration: maximum of 90 minutes).
- (4) For the elective module Social Studies, which is selected from other Bachelor's programmes, the examination regulations of the respective curriculum apply.

§ 9 Academic degree

Graduates of the Bachelor's Programme Management and Economics are awarded the academic degree of "Bachelor of Science", in brief "B.Sc."

§ 10 Coming into force

- (1) This curriculum comes into force on 1 October 2007.
- (2) Amendments to the curriculum published in the University of Innsbruck Bulletin of 23 April 2008, Issue 30, No. 259 come into force on 1 October 2008 and apply to all students.
- (3) Amendments to the curriculum published in the University of Innsbruck Bulletin of 29 June 2010, Issue 45, No. 341 come into force on 1 October 2010 and apply to all students of the Diploma Programme Management and the Diploma Programme Economics.
- (4) §10 as defined by the curriculum version published by the University of Innsbruck Bulletin of 8 June 2011, Issue 26, No. 438 comes into force on 1 October 2011 and applies to all students starting the Programme in the 2011/2012 winter semester or later.
- (5) §10 as defined by the curriculum version published in the University of Innsbruck Bulletin of 8 June 2011, Issue 26, No. 438 expires on 30 September 2014.
- (6) Amendments to the curriculum published in the University of Innsbruck Bulletin of 29 June 2012, Issue 39, No. 354 come into force on 1 October 2012 and, with the exception of §10, apply to all students.
- (7) §10 published in the University of Innsbruck Bulletin on 29 June 2012, Issue 39, No. 354 applies to students starting the Programme in winter semester 2012/2013.
- (8) §10 published in the University of Innsbruck Bulletin of 29 July 2012, Issue 39, No. 354 expires on 30 September 2014.
- (9) § 7 (5-9a), § 8 (5-9a) and § 9 (9-3a) published in the University of Innsbruck Bulletin of 2 May 2016, Issue 24, No. 359 come into force on 1 October 2016 and apply to all students.
- (10) § 10 including heading published in the University of Innsbruck Bulletin of 2 May 2016, Issue 24, No. 359 comes into force on 1 October 2016 and applies to all students who start the Bachelor's Programme Management and Economics in winter semester 2016/2017.
- (11) § 4, § 7 (2-8) and (3-5), § 9 (2-4), (5-4), (6-8), (7-5), (14-3c) and (14-5) along with the appendix to the University of Innsbruck Bulletin of 3 April 2017, Issue 30, No. 402 come into force on 1 October 2017 and apply to all students.
- (12) The changes to the curriculum in the version of the University of Innsbruck Bulletin of 13 February 2019, Issue 16, No. 267 come into force as of 1 October 2019 and apply to all students.