



Appendice B – Syllabi

Module description in English	Entrepreneurial Management and Tourism
Level of qualification/degree program hosting the module	Master Tourism and Sustainable Regional Development
Module number	88-021-UF08-H-0812
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	Participants of the lecture and the seminar will ▪ be sensitized to responsible entrepreneurial thinking and action. ▪ be able to use the terms management, leadership and entrepreneurship in a differentiated way. ▪ gain an insight into responsible entrepreneurial action in the context of start-ups and established companies. ▪ constructively apply the concepts they have learned about entrepreneurial thinking and action in strategic management using case studies. ▪ come into contact with entrepreneurs in order to be able to discuss current issues of entrepreneurial management for future-oriented action. ▪ understand tourism and destinations as networks with opportunities and challenges in the context of management, entrepreneurship and leadership.
Content/topics	As part of the module, different leadership theories and theories of entrepreneurship are examined. Entrepreneurially oriented leadership using the example of established and young companies is made tangible and examples of good sustainability practice are presented. In dialog-oriented formats between lecturers and students, the difference between management, leadership and entrepreneurship is worked out and made understandable using case studies. The module includes the following topics: ▪ Definitions of terms: Management, Leadership, Entrepreneurship



	- Theoretical framework concepts of entrepreneurship and leadership - Entrepreneurially oriented leadership in established and young companies - Creation of a contemporary sustainability reference
Formal requirements for participation	Completed Bachelor's degree
Teaching and examination language	English
Teaching and learning methods/course types	Lecture and Seminar (4 hours per week)
ECTS awarding criteria	- Grade of assessment at least 'sufficient': 70% written seminar paper and 30% presentation - Preparatory work, corresponding independent study, presentation, written seminar paper (corresponds to approx. 22,500 characters without spaces)
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	22,5 h = face-to-face lecture 10 h = independent study 22,5 h = face-to-face seminar 35 h = Presentation 60 h = Preparation of assessment 150 h = Total workload
Module grade	Portfolio (100%)
Course rotation	Winter semester

Module description in English	Sustainable Entrepreneurship
Level of qualification/degree program hosting the module	Master Business administration
Module number	88-021-ETH23-H-0408
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Andre Habisch
Credit points (ECTS credits)	5 ECTS credits
Skills	Participants of the course: gain an overview of the dimensions of sustainability, aspects of sustainable corporate management and



	sustainability communication, social conditions of sustainability. ▪ develop an understanding of the specific contribution of companies and entrepreneurs to the realisation of social sustainability goals (including their own role in this process). ▪ learn to perceive different dimensions of sustainability (personal and organizational aspects, environment - social - governance, demographic development) in their interrelationships and to present them as case studies. ▪ become familiar with the application of various methods of strategic and operational sustainability management. ▪ learn to develop case studies of sustainability management and to link them to scientific journal publications in the relevant specialist literature. ▪ On completion of the course, students have knowledge of applied sustainability research and (operational and strategic) sustainability management.
Content/topics	▪ Clarification of the basic terms: Sustainability, UN sustainability goals, ESG risks, etc. ▪ Social framework conditions for sustainable business ▪ Group work: core aspects of internal sustainability management in companies of various sizes using practical case studies ▪ Development and implementation of a concept for a case study of applied sustainability management
Formal requirements for participation	None
Recommended requirements	Attendance of a business and corporate ethics course during the course of study (BA or MA)
Teaching and examination language	English
Teaching and learning methods/course types	▪ Lectures and presentations by scientists and practitioners ▪ Group discussions ▪ Internet research ▪ Reading specialized scientific literature ▪ Collaboration with company representatives from various divisions



	Group work (creation of a scient. concept for a case study and teaching notes)
ECTS awarding criteria	The group performance is first presented and discussed as a draft concept and then developed step by step. To this end, the groups are in constant contact with the course management and with experts from the field
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	28 h = face-to-face lecture 12 h = attendance time group discussions 40 h = preparation of group presentation 40 h = study of literature 30 h = writing relevant passages of the essay 150 h = Total workload
Module grade	Group presentation (concept design) (25%) Written paper (fully formulated concept) (75%)
Course rotation	Winter semester

Module description in English	Regional and Urban Economics
Level of qualification/degree program hosting the module	Master Business administration
Module number	88-021-WLF07-H-0922
Responsible faculty	WFI – Ingolstadt School of Management
Module coordinator	Prof. Reinhard Weber
Credit points (ECTS credits)	5 ECTS credits
Skills	Students acquire skills in the following areas, among others: - Understanding of theoretical analyses of regional and urban economic problems - Understanding the importance of regional and urban economics in a globalized economy - Creating empirical studies with the help of urban and regional economic methods (e.g. shift-share analysis, cluster and factor analysis)
Content/topics	- The choice of location for companies - Agglomeration and cluster formation - Spatial economic models - Input-output analysis - Regional economic growth



	- Regional labor markets - Methods of empirical regional analysis
Formal requirements for participation	None, basic knowledge of economics is helpful
Teaching and examination language	English
Teaching and learning methods/course types	Lecture and self-guided learning
ECTS awarding criteria	- Written exam - The written exam will test: Contents of the lecture (75 %), Self-study part (25 %)
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0: Written exam 90 min
Workload/Allocation of ECTS credits	40 h = Face-to-face lecture 40 h = Preparation and follow-up of lecture 70 h = Preparation of assessment 150 h = Total workload
Module grade	Proof of performance
Course rotation	Winter semester

Module description in English	Conflict Theories
Level of qualification/degree program hosting the module	Master Conflict, Memory and Peace
Module number	88-148-CMP103-H-1022
Responsible faculty	Faculty of History and Social Sciences
Module coordinator	Prof. Thomas Fischer
Credit points (ECTS credits)	5 ECTS credits
Skills	- Students will be able to analyse real (global) conflicts with regard to their emergence, escalation or de-escalation and termination on the basis of complex social science theories. - Critically analyse social science conflict theories from the fields of international relations - Fields of international relations, sociology and social psychology - Ability to analyse (global) conflicts taking into account learned theories - Differentiate between different forms of conflict - Recognising complex conflict contexts and their



	interplay with the reduction or escalation of violence
Content/topics	With recourse to the various sub-disciplines, the module teaches social science conflict theories. The complex relationship between conflict and violence is also analysed.
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	▪ Lecture (2 hours per week) or Seminar (2 hours per week) ▪ Reading course (1 hour per week) or excursion (1 hour per week)
ECTS awarding criteria	Presentation (ungraded) and written exam or written term paper
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with grade 4,0
Workload/Allocation of ECTS credits	5 ECTS credits = 150 hours; one ECTS credit corresponds to 30 hours Seminar or lecture: Contact/self-study in the course: 1 ECTS point Preparation and follow-up work: 1 ECTS credit point Preparation for assessment: 2 ECTS credits Reading course or excursion: Contact / self-study: 1 ECTS point
Module grade	Proof of performance
Course rotation	Winter semester

Module description in English	Management Simulation in Tourism
Level of qualification/degree program hosting the module	Studium.Pro
Module number	88-000-SPDis101-H-0921
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	Students in all roles will: ▪ Improve their entrepreneurial and intercultural skills



	When participating as a member of a competitive team: ▪ Using theoretical approaches, develop a strategy for a tourism establishment in a competitive business environment ▪ Analyze a product portfolio ▪ Coordinate in a team and define functions within the team improve their entrepreneurial and intercultural skills ▪ Apply operational and financial planning and information systems ▪ Break down strategy into operational decisions and activities - including purchasing and sales activities, recruitment and management of staff, investment in renovations and services and marketing ▪ Learn crisis communication ▪ Develop marketing tools (product logo, claim, advertising presence) ▪ Present their ideas to customers and competitors at a trade fair ▪ Analyze competitors on the market If participating as a student coach: ▪ Participation in the organization of the Winter School ▪ Design the supporting program ▪ Advise the student teams ▪ Supervise guest students and guest lecturers ▪ Observe and evaluate the marketing and other activities of the competing student teams ▪ Present tasks and evaluations to the entire group of Winter School participants ▪ Document the course of the Winter School from planning to implementation and follow-up ▪ Reflect on their own role and what they have learned. If participating as a member of the media team: ▪ Document the Winter School with the help of media (film and photography) ▪ Conduct and film interviews with participating students and lecturers ▪ Participate in the organization of the Winter School ▪ Advise the competing student teams on the development and implementation of their marketing strategy ▪ Observe and evaluate the marketing and other activities of the competing student teams
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	Create a film about the project week as a team, which will be shown at the closing event
Content/topics	The basis is a management simulation in tourism, which has to be managed as a real company with real KPIs by teams of students competing against each other. The teaching units will focus on both theoretical and practical concepts and include the following units: 1. introduction and preparation session 2. opening ceremony of the simulation 3. trade fair 4. round 1 (year 1) 5. round 2 (year 2) 6. round 3 (year 3) 7. round 4 (year 4) 8. "3 minute pitch" 9. summarizing reflection. Students can participate in different roles: - as a member of a competing team - as a student coach (especially for students who have already participated as a member of a competing team in a previous round) - as a member of the media team
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	Interactive seminar consisting of (1) simulation game with group work under the guidance of lecturers and (2) self-directed learning
Requirements for the awarding of ECTS:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	Contact/self-study (seminar): 30 h (1 ECTS) Preparation/follow-up work: 45 h (1.5 ECTS) Preparation of performance record: 75 h (2.5 ECTS)
Module grade	Portfolio (100%)
Course rotation	Winter semester

Module description in English	More Data, more Insights? An in-depth Look at modern Data Science Methods from a transdisciplinary Perspective
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Level of qualification/degree program hosting the module	Studium.Pro
Module number	88-000-SPDis102-DS-H-0423
Responsible faculty	Faculty of Mathematics and Geography
Module coordinator	Jun.-Prof. Dominik Stöger
Credit points (ECTS credits)	5 ECTS credits
Skills	• Students will gain an in-depth insight into modern data science methods that are currently used in various disciplines (e.g. journalism, mathematics, psychology, linguistics, economics) to analyze large amounts of data. • Students will be able to identify suitable and unsuitable use cases for the presented data science methods, critically reflect on them and select suitable methods for different tasks. • Students are able to derive recommendations for action from data on the basis of data science methods and derive recommendations for action from data and evaluate them based on criteria. • Students develop an overarching understanding of the possibilities and limitations of and limits of modern methods for analyzing large amounts of data and know the different perspectives of the specialist disciplines presented and can relate them to their own field of study. • As part of the accompanying seminar, students acquire the following skills using a programming language (e.g. Python or R) to acquire basic programming skills. • Students will be able to carry out programming tasks using a programming language (e.g. Python or R) that they learn in the accompanying seminar.
Content/topics	Selected examples will be used to provide an in-depth insight into modern data science methods of various disciplines in dealing with large amounts of data. Among other things, reference will be made to different types of data (e.g. economic data, text as data, behavioral data, eye-tracking data), their modeling and the goals of data analysis. As part of the accompanying seminar, students learn the basics of data processing and programming using a sample programming language.



Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	Lecture and Seminar (3 hours per week)
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	Regular participation or self-study: 1.5 ECTS credits/45h Preparation and follow-up of the contents of the course(s): 2 ECTS credits/60h Preparation and completion of the assessment: 1.5 ECTS credits/45h
Module grade	Portfolio or exam
Course rotation	Winter semester

Module description in English	Economics of Sustainable Consumption
Level of qualification/degree program hosting the module	Master Business and Psychology
Module number	88-021-WM02-H-0724
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Alexander Danzer
Credit points (ECTS credits)	5 ECTS credits
Skills	- Students of the course deepen their knowledge and understanding about advanced microeconomic theories of sustainable consumption. - Students develop detailed and reflected views on potential biases in consumption choices and consumer research. - They are able to understand the challenge of scientifically test consumer theories taking into account scientific considerations. - Students acquire knowledge of experimental studies and their technical implementation in the field of sustainable consumer research.
Content/topics	Students learn about different methods to study



	consumer behavior. They also work on different topics related to sustainable consumption decisions. Experimental approaches ▪ Experiments as gold-standard ▪ Lab vs. field experiments ▪ Treatment Advanced topics in sustainable consumption ▪ Inter-temporal consumption: Time discounting ▪ Decisions under uncertainty: Nudging, cognitive load ▪ Ethical consumer behavior ▪ Regulation of consumer behavior through different instruments: carbon taxes, certificates and nudges
Formal requirements for participation	None
Recommended requirements for participation	Microeconomics, Statistics
Teaching and examination language	English
Teaching and learning methods/course types	Seminar
ECTS awarding criteria	The students present their research at an intermediary stage at mid-term. They finally submit their term paper.
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	45 h = attendance time for seminar or self-study 45 h = preparation and follow-up research seminar 60 h = term paper 150 h = total workload
Module grade	Term Paper (100%)
Course rotation	Winter semester