



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

Studi- ng

2023/2024

**2023/
2024**

► SCHOOL OF BUSINESS,
ECONOMICS AND
SOCIETY ONLINE

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► GERMAN VERSION



Stu dyi ng

DEAR STUDENTS,

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

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



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2023/2024



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DISCOVER WiSo

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

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ABOUT WiSo

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

DISCOVER WiSo

HADELS-
HOCHSCHULE
NÜRNBERG



1919

HOCHSCHULE
für
Wirtschafts- und Sozialwissenschaften
(HAW) NÜRNBERG



1931

hindenburg
hochschule
Nürnberg



1933

Hochschule für Wirtschafts- und
Sozialwissenschaften
Nürnberg



1954

Spin-offs



6,500

Students

21

Degree programs

6

Professional
development programs

18

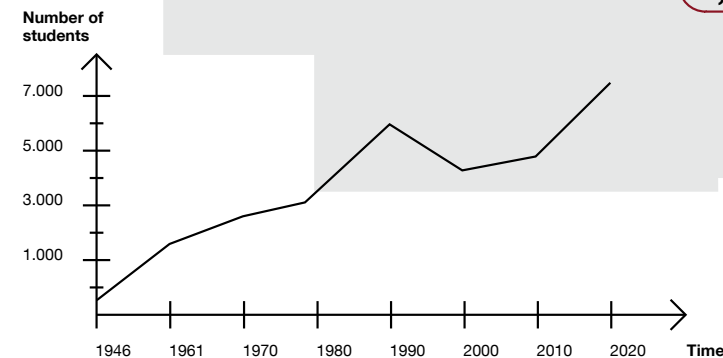
Cooperative
programs

Findelgasse building



DISCOVER WiSo

Students



1,500

Graduates
per year

60

Doctoral degrees
awarded per year

4

Locations

8

Institutes

Lange Gasse building

Partnerships

Nuremberg Campus of Technology

ENERGIEregion Nürnberg e. V.

IAB

Energie Campus Nürnberg

H2.B

Schöller Forschungszentrum

Forum V

Ludwig Erhard Zentrum

Forum N

...and many more!

Internationalization

Over 100

incoming students
per year

Over 400

outgoing students
per year

Over 140

partner
universities

5

International
programs

STUDYING 2023/2024

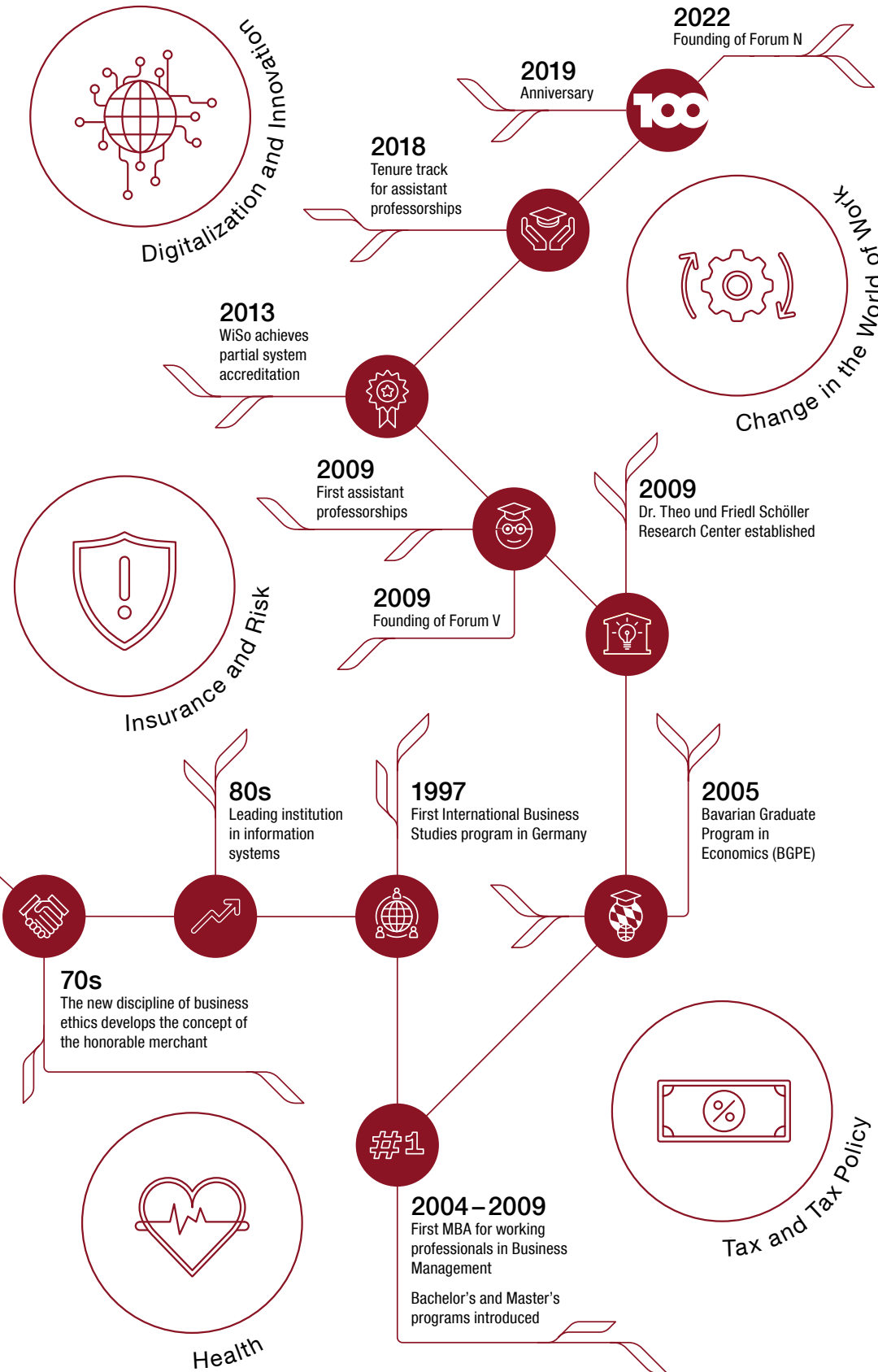
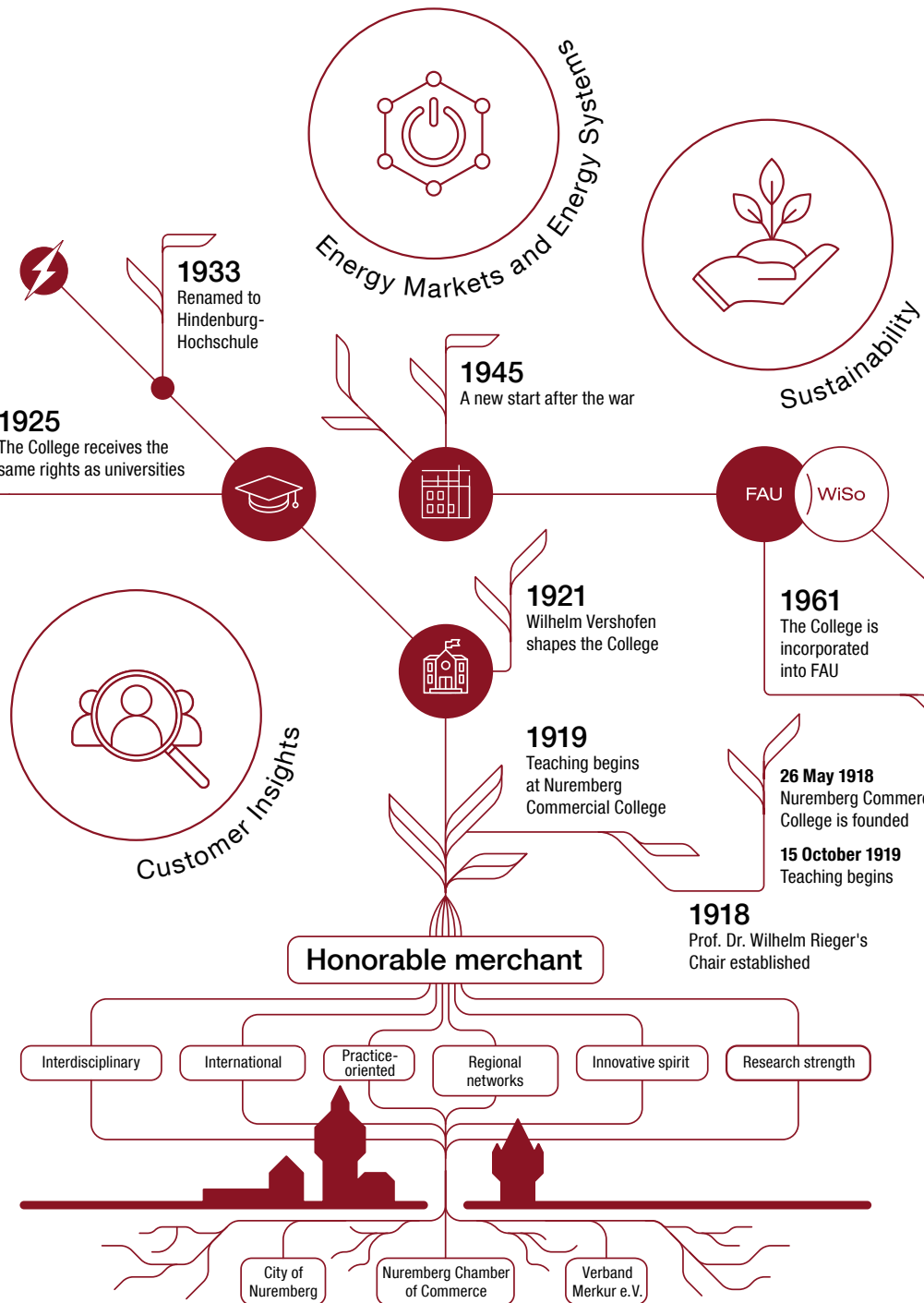
STUDYING 2023/2024

HISTORY

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

DISCOVER WiSo

10



DISCOVER WiSo

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FAU WiSo GUIDING PRINCIPLES

FAU – Moving knowledge for a better world

FAU's motto 'Moving knowledge' is an inspiration to many – sometimes fundamentally and generally, sometimes in very specific measures and methods and often motivationally or metaphorically.

Whether implicitly or explicitly, FAU's principles: 'Innovation – Diversity – Passion', provide guidance for our actions in many ways. They remind us of our strengths and everything that connects us as members to our University. They also urge us to orient everything we do and every decision we take even more clearly towards these principles.

Since 2017, the four strategic fields of action 'PEOPLE – EDUCATION – RESEARCH – OUTREACH' have been defining the central priorities of the University's future development and providing a framework for its members to develop and achieve their own personal goals. These fields of action provide a guide and help each and every member of the University to play an active role at FAU.

- **FAU Mission:** Curious, courageous, sustainable, respectful, open-minded – these are the strengths we use to ask questions, consistently think things through to the end, foster talent, develop personalities, and measure ourselves in a competitive global environment. We foster a culture of collaboration with our internal and external partners. In this way, we contribute to education, knowledge, exchange and social values.
- **FAU Vision:** We create a platform of freedom for innovative thinkers: in studies, in research, in teaching and in being and working together.



FAU WiSo – Shaping the future together

Following the tradition of the Nuremberg Commercial College (Handels-hochschule Nürnberg) established in 1919, our research and teaching is committed to dealing with challenges facing the economy and society. The guiding principle of the honorable merchant acts as a compass for our actions in view of social, ethical, ecological and economic responsibilities.

Combining business, economics and the social sciences, the School's aim is to connect different research methods, traditions and focuses in order to strengthen research in this area. It focuses on applying its wide range of expertise in several research focus areas and actively looks for opportunities to collaborate with related disciplines. One of the key aims of its research is to deal with challenges facing business and society.

- **FAU WiSo Mission:** Motivated by the challenges facing the economy and society and inspired by the dynamics in our society, we shape the future with excellent research and teaching in order to educate the personalities, leaders and researchers of the future with a sense of responsibility and a cosmopolitan approach.
- **FAU WiSo Vision:** We use our academic excellence, innovation and creativity to create a better future. We provide an impetus for sustainable transformation and are committed to national and international knowledge exchange with responsibility, dedication and passion.



WiSo Code of Conduct – for us and our network

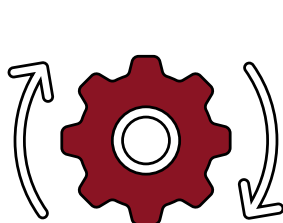
The WiSo Code of Conduct establishes binding standards of behavior for students and employees to ensure a respectful learning and working environment. Moreover, the code promotes integrity and cooperative behavior in the pursuit of excellence in research and teaching.

We act responsibly,
integratively, honestly and fairly,
socially, helpfully and courteously,
openly and respectfully in order to successfully
complete our tasks and projects and reach
our goals.



RESEARCH FOCUS AREAS

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



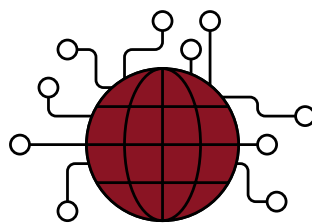
CHANGE IN THE WORLD OF WORK

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

► SPEAKERS

Prof. Dr. Claus Schnabel
Prof. Regina T. Riphahn, Ph.D.

www.wiso.fau.eu/research-focus-areas



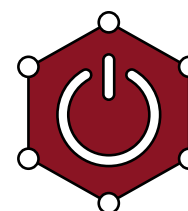
DIGITALIZATION AND INNOVATION

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

► SPEAKERS

Prof. Dr. Martin Matzner
Prof. Dr. Kai-Ingo Voigt

www.wiso.fau.eu/research-focus-areas



ENERGY MARKETS AND ENERGY SYSTEMS ANALYSIS

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

► SPEAKERS

Prof. Dr. Veronika Grimm
Prof. Dr. Gregor Zöttl

www.wiso.fau.eu/research-focus-areas



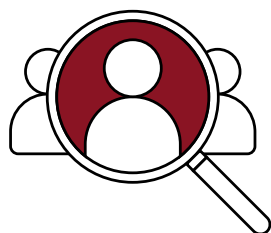
HEALTH

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

► SPEAKERS

Prof. Dr. Oliver Schöffski, MPH
Prof. Dr. Harald Tauchmann

www.wiso.fau.eu/research-focus-areas



CUSTOMER INSIGHTS

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



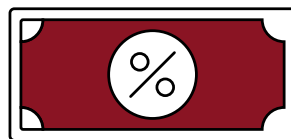
SPEAKERS



Prof. Dr. Nicole Koschate-Fischer
Prof. Dr. Andreas Fürst



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TAX AND TAX POLICY

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



SPEAKERS



Prof. Dr. Thies Büttner
Prof. Dr. Roland Ismer



www.wiso.fau.eu/research-focus-areas



INSURANCE AND RISK

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



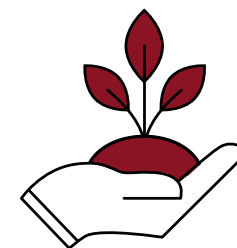
SPEAKERS



Prof. Dr. Nadine Gatzert
Prof. Dr. Hendrik Scholz



www.wiso.fau.eu/research-focus-areas



SUSTAINABILITY

This research focus area combines the various dimensions of sustainability and places a special focus on the transformation of the economy, companies and society. In five clusters, it addresses climate change mitigation and climate protection, fostering impact innovation and entrepreneurship, establishing circular value networks, exploring ESG finance and reporting, and addressing ethics, human rights, and digital responsibility. Furthermore, the research focus area works across a variety of disciplines and is in close exchange with practitioners to understand and shape sustainable development.



SPEAKERS



Prof. Dr. Markus Beckmann
Prof. Dr. Johan Lilliestam



www.wiso.fau.eu/research-focus-areas

CHAIRS AND PROFESSORSHIPS



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



Prof. Dr. Amberg
Chair of
IT Management



Prof. Dr. Beckmann
Chair of
Corporate Sustainability
Management



Prof. Dr. Büttner
Chair of
Public Finance



Prof. Coskun, Ph.D.
Assistant Professorship for
Macroeconomics and Labor
Market Research



Prof. Dr. Dovern
Chair of
Statistics and
Econometrics



Prof. Dr. Fischer
Chair of
Accounting and
Management Control



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



Prof. Dr. Fürst
Chair of
Marketing



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



Prof. Dr. Grimm
Chair of
Economic Theory



Prof. Dr. Harth
Chair of
Technical Information
Systems



Prof. Dr. Hartmann
Chair of
Supply Chain
Management



Prof. Dr. Hechtner
Chair of
Taxation



Prof. Dr. Henselmann
Chair of
Accounting and
Auditing



Prof. Dr. Hoffmann
Chair of
Private Business Law



Prof. Dr. Holtbrügge
Chair of
International
Management



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



Prof. Dr. Junge
Chair of
Corporate Management



Prof. Dr. Kimmelmann
Professorship for
Business Education



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



Prof. Dr. Kraus
Assistant Professorship
for Data Analysis



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



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



Prof. Dr. Lilliestam
Chair of
Sustainability Transition
Policy



Prof. Dr. Matzner
Chair of
Digital Industrial
Service Systems



Prof. Dr. Meier
Assistant Professorship
for Communication Science



Prof. Dr. Merkl
Chair of
Macroeconomics



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



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



Prof. Dr. Moser
Chair of
Governance and
International Trade



Prof. Dr. Moser
Chair of
Business and Social
Psychology



Prof. Dr. Nagler
Assistant Professorship
for Quantitative Labor
Economics



Prof. Dr. Necker
Professorship for
Economics



Prof. Dr. Oberfichtner
Professorship for
Employment Research



Prof. Dr. Reichelt
Assistant Professorship for
Computational Social
Sciences



Prof. Dr. Reif
Professorship for
Economics
(Health Care Markets)



Prof. Dr. Rincke
Chair of
Economic Policy



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



Prof. Dr. Schnabel
Chair of
Labor and Regional
Economics



Prof. Dr. Schöffski, MPH
Chair of
Health Management



Prof. Dr. Scholz
Chair of
Finance and Banking



Prof. Dr. Stephan
Endowed Chair of
Empirical Microeconomics



Prof. Dr. Steul-Fischer
Chair of
Insurance Marketing



Prof. Dr. Tauchmann
Professorship for
Health Economics



Prof. Dr. Tiefenbeck
Assistant Professorship
for Digital Transformation



Prof. Dr. Voigt
Chair of
Industrial Management



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



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



Prof. Dr. Wolbring
Chair of
Empirical Economic
Sociology



Prof. Dr. Wrede
Chair of
Economics and
Social Policy



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



Prof. Dr. Zschech
Assistant Professorship
for Intelligent Information
Systems

For further information visit
www.wiso.fau.eu/professors

Updated: 31.08.2023

BACHELOR'S PROGRAMS

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

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Specialization: Business Education I
- 42** Bachelor's program in Business Studies –
Specialization: Business Education II
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Specialization: Behavioral Science
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Specialization: International
- 52** Bachelor's program in Information Systems
- 56** Bachelor's program in International Business Studies
- 60** Bachelor's program in International Economic Studies



BACHELOR'S PROGRAM IN BUSINESS STUDIES



6 semesters



German

Starts in
winter semester9 fields of study
5 specializationsBachelor
of Arts

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

SKILLS

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

PROGRAM STRUCTURE


The Bachelor's degree program is divided into two sections: Students must complete compulsory modules worth 85 ECTS in the first semesters. At the start of the third semester, students choose a specialization that matches their interests. Parallel to this, modules from a specific field of study can be chosen from the first semester onwards. During the final stage of the program, students prepare their Bachelor's thesis. Students studying a Bachelor's program at WiSo may choose to study part of their degree in another country at one of over 140 international partner universities.

COMPULSORY MODULES

In the first semester, students gain a broad understanding of business environments in the modules *Firms, Markets, Economies* and *Entrepreneurs and Businesses*. Later in the program, students learn more about operational contexts in the business administration modules *Marketing, Financial Accounting* and *Manufacturing, Logistics, Procurement*. In the modules *Macroeconomics, Microeconomics*, and *Economy and Government*, students gain fundamental knowledge in economics to better understand businesses and their wider economic contexts. The module in *Foundations of Public and Civil Law* gives students insights into the legal aspects of business. *Data Science* is also a compulsory subject and teaches students essential knowledge in statistics, econometrics and data analysis. Students are also introduced to how data science and machine learning can be used as a basis for data-driven business models. In addition, all students must take the modules *Mathematics, Accounting* and a *Language Course* from the second semester (except the specialization in Business Education).

SPECIALIZATIONS

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

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

REQUIREMENTS

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

CAREER PROSPECTS

- Advisory and consulting services
- Management

POTENTIAL EMPLOYERS

- Industry, trade and service companies
- Chambers and associations



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



 **SUBJECT ADVISOR**
 Johannes Frank, M. Sc.
 Phone: 0911/5302-95250
 E-mail: wiso-wiwi@fau.de
 www.wiso.fau.eu/business-studies



Study progress

From 1st semester

Compulsory modules/Fundamentum

From 1st/3rd semester

Interdisciplinary fields of study

Work and Human Resources

FACT-S

Sustainability

Data Science and
Business Intelligence

Health

Taxes

Digitalization, Innovation
& Entrepreneurship

Marketing and
Customer Insights

Economics, Politics
and Society

From 3rd semester

Disciplinary specializations

Business
Administration

Economics

Information
Systems

Business
Education I

Business
Education II

6th semester

Bachelor's thesis

Updated: 31 August 2023. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit www.wiso.fau.de/pruefungsordnung

NINE FIELDS OF STUDY WITH GOOD PROSPECTS

The Bachelor's program in Business Studies offers students nine fields of study with good prospects. These are closely interlinked with the focal areas traditionally associated with business studies. Business Administration (BWL), Economics (VWL), Information Systems (WIN) and Business Education (WiPäd). The fields of study consist of the introductory module in the first semester

and five additional modules starting in the third semester. Students can choose one of nine possible fields of study regardless of their choice of specialization. Compared to the specializations, the fields of study have an interdisciplinary focus. This gives students the opportunity to specialize in particular areas of work or to prepare for a specific Master's program.



Work and Human Resources



The field of study Work and Human Resources provides students with content and interdisciplinary competencies for an active and sustainable design of the working world. Through the interdisciplinary orientation and consideration of diverse aspects of working life from the perspective of employees, management and institutions, students not only gain a detailed insight into different issues and methods, but also acquire in-depth knowledge of important theories and models about the world of work, institutions of the labor market and social policy as well as social work. Further freely combinable modules allow students to focus on their own interests and career goals, thus creating an individual profile. The field of study also provides excellent preparation for relevant Master's programs such as "Labor Market and Human Resources". Contents and lecturers are interdisciplinary, representing among others business administration, psychology, sociology and economics.



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Data Science and Business Intelligence



The field of study Data Science and Business Intelligence provides students with competencies that are necessary to handle large amounts of data correctly and to draw the right conclusions for business and society. The field of Data Science teaches methods for organizing and evaluating data sets and offers an introduction to the subject area of artificial intelligence with reference to data analysis. The field of Business Intelligence teaches how optimal data-driven decisions can be made in companies and other institutions on the basis of such analyses. Due to digitalization, the need for data scientists is increasing in all areas of business and society. Wherever large amounts of data are generated and complex problems have to be solved, students can apply the skills they have acquired after completing their studies. Data scientists work in areas such as digital business, industry, finance, consulting, marketing, controlling, etc.



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Digitalization, Innovation & Entrepreneurship



The field of study Digitalization, Innovation & Entrepreneurship teaches skills and methods that are necessary to actively shape the digital transformation in business and society. Digitalization is changing the way we work, the way companies design processes, the products and services they offer, and ultimately the business models with which they operate in the market. The field of digitalization addresses the necessary technological foundations and the field of innovation how companies can be innovative in terms of processes, products and services and how they can design corresponding innovation processes. The field of entrepreneurship shows how digital innovations can be implemented in (own) start-ups. Students of this field of study can thus participate in the digital and innovative transformation in the private sector, in the public sector or in research and teaching.



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FACT-S



The aim of the FACT-S field of study is the interdisciplinary teaching of professional and personal competencies in finance, auditing, controlling and taxation as well as supplementary study content ("supplements"). This content is relevant for professional activities in companies and public institutions and is increasingly shaped by megatrends such as digitalization and sustainability. After successful completion, alumnae and alumni have a wide range of career opportunities: The FACT-S field of study prepares students for promising career fields in corporate finance and accounting (industry, banking, and insurance), at tax and auditing firms, and in management consulting, as well as in regulatory authorities and international organizations. A large network of practical collaboration partners and the integration of the latest research findings provides students in the FACT-S field of study with a solid basis for entering the workforce or for continuing their studies with a Master's program.



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Health



As an interdisciplinary area of study, the Health field of study aims to apply business and economic knowledge to the health care system and to enable students to acquire scientifically sound knowledge of the health and social policy fields. Health economic methods are also applied in professional practice. Among other things, students will gain comprehensive knowledge of the health insurance and pharmaceutical markets, the outpatient/inpatient sector and the special features of health care markets. Depending on the field of specialization, they can learn further current content and methods, e.g. from the field of health services research or social policy. The sector-specific expertise they acquire prepares students for entering a career in a wide variety of areas in the healthcare sector. The Health field of study is also a good basis for a Master's degree program, e.g. in Health Management and Health Economics.



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Marketing and Customer Insights



The field of study Marketing and Customer Insights provides students with competencies in the areas of marketing, information systems, psychology and communication science. The focus is on marketing. These areas are considered in the context of digitalization and prepare students for jobs in the consumer goods industry, in market research companies, or in consulting firms, among others, as well as for subsequent Master's degree programs. Students are enabled to apply the knowledge they have acquired to practice, to evaluate and interpret results. They will learn about the various business determinants and psychological variables influencing customer behavior. They will recognize how to gain insights about customers and how these can be used to act according to customer needs. As a result, they will learn how to appropriately design products, prices, distribution channels and the advertising of products or services in order to increase the success of the company.



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Sustainability



The field of study Sustainability prepares students to make a positive contribution to the ecological and social transformation of the economy and society. Sustainability combines ecological, social and economic aspects and requires an integrative approach. Possible study topics include the transformation of our linear economy to a circular economy, sustainable entrepreneurship, and especially the challenges of climate change. To this end, students can take an in-depth look at the shaping of a renewable energy economy. In addition to positive analysis, the field of study opens up space for normative reflection, for example on issues of business ethics or corporate responsibility. This is done specifically in dialog with professionals from start-ups, established companies, politics and civil society. Students also learn to translate the relevance of sustainability into economic decisions and to contribute to the achievement of sustainability goals.



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Taxes



The field of study Taxation is an interdisciplinary course consisting of tax law, finance and business taxation. All three areas together form the tax sciences and deal with taxation issues from different perspectives. In the field of taxation, students gain a detailed insight into the various issues and the respective methodologies for analyzing taxes. The interdisciplinary nature of the program enables students to acquire not only a broad basic institutional knowledge, but also in-depth knowledge in the evaluation of economic issues from a tax perspective and in the analysis of economic interrelationships. Typical occupational fields can be found in tax consulting firms, companies with their own tax department, public administration, associations, political parties or also in research institutions and think tanks.



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Economics, Politics and Society



The field of study Economics, Politics and Society imparts professional and personal competences that are required for a wide range of professional fields related to the assessment and description of the economic process, the role of the state, and the effect of state measures on economic activity. Great importance is placed on a comprehensive, multidisciplinary approach. The field of study Economics, Politics and Society is comprised of the disciplines of Economics, Business Administration, Sociology, Communication Studies, Political Science, and Law. The field of study is divided into five elective areas: Economic Policy, Public Sector, Labor Market and Social Affairs, Politics and Society, and Energy, Climate and Health. The elective areas allow students to deepen their knowledge according to their individual preferences.



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Tax Technology

The Tax Technology program offers a highly innovative combination of the Tax field of study and the Information Systems specialization. Students receive a sound education in the field of taxation and related institutional knowledge. At the same time, they acquire in-depth knowledge in information systems related to taxes.

Furthermore, the scientific findings from internationally recognized top-level researchers are combined with renowned experts from a large network of business partners. All this makes the study program extremely exciting in terms of content and offers outstanding career opportunities in companies, administration and civil society, as well as preparing students for freelance work, for example as a tax consultant or as an IT expert in the field of taxes.

The Tax Technology study program is aimed at outstanding and curious first-year students who are interested in exciting social and political issues and who are open-minded about dealing with a dynamic field. An interest and enjoyment of IT is helpful, but special IT skills are not required. Prior knowledge of taxation is not necessary either.

Tax Technology enables students to understand digital business models technically and to classify them from a tax perspective. At the same time, business informatics comprises a wide range of methods to be able to administer taxes and their processes in the digital age.



BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: BUSINESS ADMINISTRATION

The Business Administration specialization covers business operations in the private sector and in public institutions. The aim is for students to gain a sound knowledge of the management and administration of companies. The degree program focuses on the integration of content relevant to business operations such as production, logistics or investment and financing. In the Shanghai Ranking in 2022, FAU was rated among the best 10 universities in Germany for Business Administration.

CORE MODULES

In the core modules of the business administration specialization, the fundamentals of business administration are taught in the compulsory modules. Students take compulsory modules in *Investment Theory and Finance* (2nd semester), *Managerial Accounting and Controlling* (3rd semester), *Economic Law* as well as *Introduction to Sustainability Management* (4th semester) and in the 5th semester *Strategy, Organization and Leadership* as well as *Innovation & Entrepreneurship I*.

ELECTIVE MODULES

Elective modules offer students the opportunity for further specialization along the value chain. There are numerous examples of interesting modules, which range from demand-oriented procurement to promising marketing strategies. A total of four elective modules from the Business Administration specialization must be selected. Moreover, a detailed list of all elective modules for Business Administration can be found in the module handbook.

sa/mw

SKILLS

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

CAREER PROSPECTS

- Planning and analysis
- Management and consulting

POTENTIAL EMPLOYERS

- Industrial and (digital) service companies
- Insurance companies
- Auditing and tax firms
- Business consultancies



SUBJECT ADVISORS



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www.wiso.fau.eu/business-studies



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

Study progress

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Perspectives of Business Studies 5 ECTS	DS: Data Management and Analytics 5 ECTS	Manufacturing, Logistics, Procurement 5 ECTS	Foreign Languages 5 ECTS	Specialization Business Administration 10 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
Firms, Markets, Economies 5 ECTS	Investment Theory and Finance 5 ECTS	Economy and Government 5 ECTS	Macroeconomics 5 ECTS	Strategy, Organization and Leadership 5 ECTS	
Entrepreneurs and Businesses 5 ECTS	Marketing 5 ECTS	Foundations of Public and Civil Law 5 ECTS	DS: Econometrics 5 ECTS	Innovation & Entrepreneurship I 5 ECTS	Specialization Business Administration 10 ECTS
DS: Machine Learning and Data Driven Business 5 ECTS	Accounting 5 ECTS	Financial Accounting 5 ECTS	Economic Law 5 ECTS		
DS: Data Evaluation 5 ECTS	Microeconomics 5 ECTS	Managerial Accounting and Controlling 5 ECTS	Introduction to Sustainability Management 5 ECTS	Field of Study 10 ECTS	Field of Study 5 ECTS
DS: Statistics 5 ECTS	Mathematics 5 ECTS	Field of Study 5 ECTS	Field of Study 5 ECTS		
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS

180 ECTS – Standard duration of study: 6 semesters

Updated: 31 August 2023. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit www.wiso.fau.de/pruefungsordnung

Compulsory modules

Elective modules

BACHELOR'S PROGRAM IN BUSINESS STUDIES SPECIALIZATION: ECONOMICS

Climate change, inequality, inflation – economics covers important social problems and offers potential solutions. Economics analyzes the decisions of firms, households and the government. Furthermore, it analyzes the interaction of agents in different markets, in the macroeconomy, and between different countries. Students in the specialization Economics are provided with theoretical foundations and methods to analyze data, giving them tools for sound economic policy analysis. Economics shows various overlaps with other disciplines (such as business and sociology) and thereby provides useful foundations for different fields of study in the Bachelor's degree program in Business Studies. In the Handelsblatt Ranking in 2021, FAU was rated among the best 10 universities in Germany for Economics.

CORE MODULES

Core modules of the Bachelor's program teach students the fundamentals of economics. Students can choose four out of six compulsory modules (*Competition Theory and Policy, Empirical Economics, Game Theory, International Economics, Labor Economics, Public Sector Economics*). This allows for a specialization according to personal interests and preferences.

ELECTIVE MODULES

Students have a broad choice of elective modules in the specialization area and have to complete 30 ECTS. This includes a mandatory seminar module in order to prepare the Bachelor's thesis. The elective area also includes modules from related areas (e.g. finance and globalization), a key qualification module and a language module. An overview of all courses can be found in the module handbook. A flexible approach is taken to accrediting ECTS credits obtained from a foreign university.

pb

SKILLS

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





CAREER PROSPECTS

- Economic policy
- Business consulting
- Analyzing activities
- Managing activities

POTENTIAL EMPLOYERS

- Business consultancies
- Politics and administration
- Research institutes
- Associations
- Companies and local authorities



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BACHELOR'S PROGRAM IN BUSINESS STUDIES – SPECIALIZATION: ECONOMICS					
Study progress					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Perspectives of Business Studies 5 ECTS	DS: Data Management and Analytics 5 ECTS	Manufacturing, Logistics, Procurement 5 ECTS	Marketing 5 ECTS		
Firms, Markets, Economies 5 ECTS	DS: Econometrics 5 ECTS	Economy and Government 5 ECTS	Foreign Languages 5 ECTS	Specialization Economics 15 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
Entrepreneurs and Businesses 5 ECTS	Accounting 5 ECTS	Foundations of Public and Civil Law 5 ECTS	Specialization Economics 10 ECTS		
DS: Machine Learning and Data Driven Business 5 ECTS	Macroeconomics 5 ECTS	Financial Accounting 5 ECTS		Core Modules Economics* 5 ECTS	Specialization Economics 5 ECTS
DS: Data Evaluation 5 ECTS	Microeconomics 5 ECTS	Core Modules Economics* 5 ECTS	Core Modules Economics* 5 ECTS		Core Modules Economics* 5 ECTS
DS: Statistics 5 ECTS	Mathematics 5 ECTS	Field of Study 5 ECTS	Field of Study 5 ECTS	Field of Study 10 ECTS	Field of Study 5 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					

* As core modules, students must choose four out of six modules. The modules are *Competition Theory and Policy, Empirical Economics, Game Theory, International Economics, Labor Economics, Public Sector Economics*.
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Compulsory modules
Elective modules

BACHELOR'S PROGRAM IN BUSINESS STUDIES

SPECIALIZATION: INFORMATION SYSTEMS

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

CORE MODULES

Core modules in Information Systems cover *Managing Projects Successfully*, *Business Process Management*, *Innovation Strategy* and *Integrated Management*.

ELECTIVE MODULES

Elective modules of the specialization Information System give students two areas to choose from. The first area covers all modules that deal with Information Systems in the narrower sense, and the second area includes modules dealing with Information Systems in a broader sense. Students must choose three modules from the first area and three modules from either the first or the second area. tw

SKILLS

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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www.wiso.fau.eu/business-studies



BACHELOR'S PROGRAM IN BUSINESS STUDIES – SPECIALIZATION: INFORMATION SYSTEMS					
Study progress					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Perspectives of Business Studies 5 ECTS	DS: Data Management and Analytics 5 ECTS	Manufacturing, Logistics, Procurement 5 ECTS	Marketing 5 ECTS	Specialization Information Systems 15 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
Firms, Markets, Economies 5 ECTS	DS: Econometrics 5 ECTS	Economy and Government 5 ECTS	Foreign Languages 5 ECTS		
Entrepreneurs and Businesses 5 ECTS	Accounting 5 ECTS	Foundations of Public and Civil Law 5 ECTS	Specialization Information Systems 5 ECTS	Innovation Strategy 5 ECTS	Specialization Information Systems 10 ECTS
DS: Machine Learning and Data Driven Business 5 ECTS	Macroeconomics 5 ECTS	Financial Accounting 5 ECTS	Business Process Management 5 ECTS		
DS: Data Evaluation 5 ECTS	Microeconomics 5 ECTS	Managing Projects Successfully 5 ECTS	Integrated Management 5 ECTS	Field of Study 10 ECTS	Field of Study 5 ECTS
DS: Statistics 5 ECTS	Mathematics 5 ECTS	Field of Study 5 ECTS	Field of Study 5 ECTS		
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					

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Compulsory modules
Elective modules

BACHELOR'S PROGRAM IN BUSINESS STUDIES


SPECIALIZATION: BUSINESS EDUCATION I

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

CORE MODULES

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

ELECTIVE MODULES

The elective modules offer students an advanced perspective from the subject area of Business Education as well as the possibility to develop their own profile by choosing a further, interdisciplinary field of study.  ys

SKILLS

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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 www.wiso.fau.eu/business-studies



BACHELOR'S PROGRAM IN BUSINESS STUDIES – SPECIALIZATION: BUSINESS EDUCATION I					
Study progress					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Perspectives of Business Studies 5 ECTS	DS: Data Management and Analytics 5 ECTS	Manufacturing, Logistics, Procurement 5 ECTS	DS: Econometrics 5 ECTS	Economy and Government 5 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
Firms, Markets, Economies 5 ECTS	Accounting 5 ECTS	Financial Accounting 5 ECTS	Marketing 5 ECTS	Specialization Business Education 10 ECTS	
Entrepreneurs and Businesses 5 ECTS	Macroeconomics 5 ECTS	Foundations of Public and Civil Law 5 ECTS	Managerial Accounting and Controlling 5 ECTS	Specialization Business Education 5 ECTS	
DS: Machine Learning and Data Driven Business 5 ECTS	Microeconomics 5 ECTS	Specialization Business Education 10 ECTS	School Organization and Educational System 5 ECTS	Practical Studies 5 ECTS	Specialization Business Education 5 ECTS
DS: Data Evaluation 5 ECTS	Mathematics 5 ECTS	Professional Training and Development 5 ECTS	Field of Study Business Education I 10 ECTS	Business Education Seminar 5 ECTS	Field of Study Business Education I 5 ECTS
DS: Statistics 5 ECTS	Foundations of Economic and Business Education 5 ECTS	Field of Study Business Education I 5 ECTS	Field of Study Business Education I 5 ECTS	Field of Study Business Education I 10 ECTS	Field of Study Business Education I 5 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					

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Compulsory modules

Elective modules

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

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

CORE AND ELECTIVE MODULES

Despite the second subject in the field of study Business Education II, the program has the same scope as Business Education I (180 ECTS).

SECOND SUBJECTS

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

- English and international studies
- French and international studies
- Spanish and international studies
- German
- Protestant religious studies
- Sport
- Mathematics
- Information systems
- Social studies
- Ethics
- Business German
- Special needs education

SKILLS

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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BACHELOR'S PROGRAM IN BUSINESS STUDIES – SPECIALIZATION: BUSINESS EDUCATION II					
Study progress					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Perspectives of Business Studies 5 ECTS	DS: Data Management and Analytics 5 ECTS	Manufacturing, Logistics, Procurement 5 ECTS	DS: Econometrics 5 ECTS	Economy and Government 5 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
Firms, Markets, Economies 5 ECTS	Accounting 5 ECTS	Financial Accounting 5 ECTS	Marketing 5 ECTS	Specialization Business Education 10 ECTS	
Entrepreneurs and Businesses 5 ECTS	Macroeconomics 5 ECTS	Foundations of Public and Civil Law 5 ECTS	Managerial Accounting and Controlling 5 ECTS	Practical Studies 5 ECTS	
DS: Machine Learning and Data Driven Business 5 ECTS	Microeconomics 5 ECTS	Specialization Business Education 5 ECTS	Business Education Seminar 5 ECTS	Specialization Business Education 5 ECTS	
DS: Data Evaluation 5 ECTS	Mathematics 5 ECTS	School Organization and Educational System 5 ECTS	Professional Training and Development 5 ECTS	Field of Study Business Education II 10 ECTS	Business Education Seminar 5 ECTS
DS: Statistics 5 ECTS	Foundations of Economic and Business Education 5 ECTS	Field of Study Business Education II 5 ECTS	Field of Study Business Education II 5 ECTS	Field of Study Business Education II 10 ECTS	Field of Study Business Education II 5 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					

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Compulsory modules

Elective modules

BACHELOR'S PROGRAM IN SOCIOECONOMICS



BACHELOR'S PROGRAM



6 semesters



German

Starts in
winter semester

2 specializations

Bachelor
of Arts

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

SKILLS

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

PROGRAM STRUCTURE

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

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

COMPULSORY MODULES


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

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

SPECIALIZATIONS






Behavioral Sciences is primarily concerned with empirical social research. It includes the modules *Empirical Methods and Statistics*, *Foundations of Social Policy*, *Personnel and Organization I* and *Digital Technologies & Society*.

The International specialization prepares students for careers in an international field. It includes the modules *Global Governance*, *International Business Relations*, *European and International Law*, *Hot Topics in International Communication Research* and two foreign languages. As well as their specialist subjects,

students cover topics of relevance to business or economics in more detail.  jg

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



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TARGET GROUP

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



BACHELOR'S PROGRAM IN SOCIOECONOMICS

SPECIALIZATION: BEHAVIORAL SCIENCE

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

CORE MODULES

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

ELECTIVE MODULES

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



SKILLS

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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BACHELOR'S PROGRAM IN SOCIOECONOMICS – SPECIALIZATION: BEHAVIORAL SCIENCE

Study progress

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
1 Sociology I 10 ECTS	1 International Politics II 5 ECTS 1 Sociology II 5 ECTS	2 Empirical Social Research II 10 ECTS	3 Marketing 5 ECTS 3 Microeconomics 5 ECTS	5 Foundations of Social Policy 5 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
1 Firms, Markets, Economies 5 ECTS	1 Social Psychology 5 ECTS	2 Mathematics 5 ECTS	5 Empirical Methods and Statistics 5 ECTS	Elective modules in Socioeconomics	
1 International Politics I 5 ECTS	2 Empirical Social Research I 10 ECTS	2 Data Science: Data Evaluation 5 ECTS	5 Personnel and Organization I 5 ECTS	15 ECTS	
1 Entrepreneurs and Businesses 5 ECTS		2 Data Science: Statistics 5 ECTS	5 Digital Technologies & Society 5 ECTS	Elective modules	Elective modules
1 Introduction to Mass Communication Research 5 ECTS	6 Foreign Languages 5 ECTS	4 Foundations of Public and Civil Law 5 ECTS	Elective module in Socioeconomics 5 ECTS	Elective modules 10 ECTS	15 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					
1 Socioeconomics	2 Methodological Skills	3 Business and Economics	4 Law	5 Core Modules	6 Key Qualifications

Compulsory modules

Elective modules

Subject area

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BACHELOR'S PROGRAM IN SOCIOECONOMICS SPECIALIZATION: INTERNATIONAL

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

CORE MODULES

The core modules in the specialization are worth 40 ECTS. In the module *Global Governance* students are introduced to institutions and stakeholders in international socioeconomics. Students consider specific countries and learn how bilateral and multilateral agreements affect trade relationships in the module *International Business Relations*. The seminar *Hot Topics in International Communication Research* deals with the most current topics in communication research, such as the impact of social media on well-being and productivity. The three modules mentioned are offered in English. For an introduction to international law, students take the module *Introduction to European Commercial Law* and can choose between *International Business Law* or *International Trade Law*. Students continue to learn the foreign language from their second semester and take an additional foreign language.

ELECTIVE MODULES

Students can develop an individual profile from a flexible choice of elective modules worth 30 ECTS. Modules may be combined freely from the program or students can specialize in other areas of study such as Economic Policy or Sustainability Management.



SKILLS

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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www.wiso.fau.eu/socioeconomics



BACHELOR'S PROGRAM IN SOCIOECONOMICS – SPECIALIZATION: INTERNATIONAL

Study progress

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
1 Sociology I 10 ECTS	1 International Politics II 5 ECTS 1 Sociology II 5 ECTS	2 Empirical Social Research II 10 ECTS	3 Marketing 5 ECTS 3 Microeconomics 5 ECTS	5 Foreign Languages 2.1 5 ECTS	Bachelor's thesis (incl. seminar) 15 ECTS
1 Firms, Markets, Economies 5 ECTS	1 Social Psychology 5 ECTS	2 Mathematics 5 ECTS	5 Introduction to European Commercial Law 5 ECTS	Elective modules	5 International Business Relations 5 ECTS
1 International Politics I 5 ECTS	2 Empirical Social Research I 10 ECTS	2 Data Science: Data Evaluation 5 ECTS	5 Global Governance 5 ECTS		5 Foreign Languages 2.2 5 ECTS
1 Entrepreneurs and Businesses 5 ECTS	6 Foreign Languages 1.1 5 ECTS	2 Data Science: Statistics 5 ECTS	5 Foreign Languages 1.2 5 ECTS		5 Elective module 5 ECTS
1 Introduction to Mass Communication Research 5 ECTS	6 Foreign Languages 1.1 5 ECTS	4 Foundations of Public and Civil Law 5 ECTS	5 Hot Topics in International Communication Research 5 ECTS	25 ECTS	5 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					
1 Socioeconomics	2 Methodological Skills	3 Business and Economics	4 Law	5 Core Modules	6 Key Qualifications

Compulsory modules

Elective modules

Subject area

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BACHELOR'S PROGRAM IN INFOR- MATION SYSTEMS



6 semesters



German

Starts in
winter semester

2 faculties

Bachelor of
Science

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

SKILLS

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

PROGRAM STRUCTURE

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

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

COMPULSORY AND ELECTIVE MODULES

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

METHODOLOGICAL SKILLS, SEMINARS AND REFLECTION

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





TARGET GROUP

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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BACHELOR'S PROGRAM IN INFORMATION SYSTEMS

Study progress

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
1 Entrepreneurs and Businesses (GOP) 5 ECTS	1 Principles of Marketing 5 ECTS	1 Manufacturing, Logistics, Procurement 5 ECTS	2 Compulsory elective module in Computer Science* 5 ECTS	1 Compulsory elective module in Business** 5 ECTS	2 Compulsory elective modules in Computer Science* 10 ECTS
2 Algorithms and Data Structures (for Medical Engineering) (GOP)* 10 ECTS	2 Introduction to Databases for Business Informatics* 5 ECTS	2 Logic in Computer Science* 5 ECTS	2 Theory of Informatics for Business Informatics* 5 ECTS	2 Introduction to Software Engineering* 5 ECTS	3 Architectures and Development** 5 ECTS
3 WIN Project Week 5 ECTS	3 Digital Business and Processes** 5 ECTS	3 Architectures and Development** 5 ECTS	3 Digital Business and Processes** 5 ECTS	2 Compulsory elective module in Computer Science* 5 ECTS	3 Architectures and Development** 5 ECTS
3 DS: Data Management and Analytics for Information Systems (GOP) 5 ECTS	3 Managing Projects Successfully 5 ECTS	3 Data and Knowledge** 5 ECTS	3 Data and Knowledge** 5 ECTS	3 Data and Knowledge** 5 ECTS	3 Bachelor's thesis (incl. seminar) 15 ECTS
3 Business and Information System Engineering (GOP) 5 ECTS	3 Business Process Management (GOP) 5 ECTS	4 DS: Data Evaluation 5 ECTS	5 Project Seminar Information Systems 10 ECTS	3 Digital Business and Processes** 5 ECTS	3 Bachelor's thesis (incl. seminar) 15 ECTS
3 DS: Machine Learning and Data Driven Business 5 ECTS	4 Compulsory elective module in Methodological Skills** 5 ECTS	4 DS: Statistics 5 ECTS	5 Applied Research Methods 5 ECTS	5 Applied Research Methods 5 ECTS	5 Applied Research Methods 5 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS

180 ECTS – Standard duration of study: 6 semesters

1 Business 2 Computer Science 3 Information Systems 4 Methodological Skills 5 Seminars and Reflection

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

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

GOP: Orientation Phase

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Compulsory modules

Compulsory elective modules

Subject area

BACHELOR'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES



6 semesters



English

Starts in winter
semesterCompulsory
semester abroadBachelor of
Science

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

PROGRAM STRUCTURE

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


COMPULSORY MODULES

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

SKILLS

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

ELECTIVE MODULES & THESIS

Students must take 45 ECTS in elective modules, at least 20 ECTS of which have to be earned at a university abroad. A further 25 ECTS are chosen from modules in international business, international economics and international politics. Students may also choose interdisciplinary modules from other departments at FAU, for example Innovation technology or IT management. The Bachelor's thesis is based on independent work on a given problem in a chosen subject area.  lw/nr

TARGET GROUP

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

CAREER PROSPECTS




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

POTENTIAL EMPLOYERS





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



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BACHELOR'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES (IBS)

Study progress

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

180 ECTS – Standard duration of study: 6 semesters

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

Elective modules

Subject area

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BACHELOR'S PROGRAM IN INTERNATIONAL ECONOMIC STUDIES



6 semesters



English

Starts in winter
semesterCompulsory
semester abroadBachelor of
Science

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

PROGRAM STRUCTURE

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

COMPULSORY MODULES

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

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

The subject-specific perspective is supplemented by the combination of modules in

SKILLS

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

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

ELECTIVE MODULES & THESIS

Students must take 45 ECTS in elective modules, at least 20 ECTS of which have to be earned at a university abroad. A further 25 ECTS are chosen from modules in international economics, international business and international politics. The Bachelor's thesis is based on independent work on a given problem in a chosen subject area.

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TARGET GROUP

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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BACHELOR'S PROGRAM IN INTERNATIONAL ECONOMIC STUDIES (IES)

Study progress

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

Compulsory modules

Elective modules

Subject area

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MASTER'S PROGRAMS

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

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- 66 Master's program in Labor Market and Human Resources
- 70 Master's program in Economics
- 74 Master's program in Finance, Auditing, Controlling, Taxation
- 80 Master's program in Health Management and Health Economics
- 84 Master's program in International Business Studies
- 88 Master's program in International Information Systems
- 92 Master's program in Management
- 96 Master's program in Marketing
- 100 Master's program in Socioeconomics
- 104 Master's program in Business Education



65

MASTER'S PROGRAM IN LABOR MARKET AND HUMAN RESOURCES



MASTER'S PROGRAM



4 semesters



German



Starts in
winter semester



Specialization



Master
of Science

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

COMPULSORY MODULES

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

SKILLS

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

ELECTIVE MODULES

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

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

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

PROGRAM STRUCTURE

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

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

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

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

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



POTENTIAL EMPLOYERS

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



SUBJECT ADVISOR



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SELECTION CRITERIA

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

CAREER PROSPECTS

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

MASTER'S PROGRAM IN LABOR MARKET AND HUMAN RESOURCES

Study progress

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

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Compulsory modules

Elective modules

MASTER'S PROGRAM IN ECONOMICS



MASTER'S PROGRAM



4 semesters



English



Starts in winter
semester



Electives



Master
of Science

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

SKILLS

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

PROGRAM STRUCTURE

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

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

COMPULSORY MODULES

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

ELECTIVE MODULES

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

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

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

bh

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



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SELECTION CRITERIA

- Academic degree with above-average grades in economics, mathematics, the social sciences, engineering or related disciplines
- Sufficient English skills (at least level B2 of the CEFR)
- Further accomplishments and qualifications, e.g., internships, language skills and international experience
- At least 40 ECTS in economics and quantitative courses combined (not counting business or finance)

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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

MASTER'S PROGRAM IN ECONOMICS (MSE)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Mathematics for Economists 5 ECTS	Specialization (10 elective modules within the 5 Economics module groups + 2 free elective modules)		Master's thesis (including seminar) 30 ECTS
Microeconomics 5 ECTS			
Game Theory 5 ECTS			
Macroeconomics: Business Cycles 5 ECTS			
Macroeconomics: Economic Growth 5 ECTS			
Applied Econometrics 5 ECTS			
30 ECTS	60 ECTS	30 ECTS	
120 ECTS – Standard duration of study: 4 semesters			

Elective modules in Economics*:
 10 modules (5 ECTS each) within the 5 module groups:

- Labor Economics
- Macroeconomics and Finance
- Public Economics
- Energy Markets
- Health Economics

50 ECTS

+

Free elective modules:

- 2 modules (5 ECTS each)

10 ECTS

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

Updated: 31 August 2023. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit www.wiso.fau.de/pruefungsordnung

Compulsory modules

Elective modules

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



4 semesters



German



Starts in summer
semester/winter
semester



Specialization



Master
of Science

This degree program delivers comprehensive knowledge and skills in the four areas of Finance, Auditing, Controlling and Taxation (FACT) with an interdisciplinary approach. Students acquire academic knowledge with a high level of practical relevance. As part of the university ranking "Germany's Best Auditors" 2022/23, FAU was awarded the rating "very good" and the associated seal for its auditor training. Reputable companies support the program by providing lecturers on teaching assignments and practical seminars, and influential businesses are also among the supporters of the program. Through a broad range of elective modules, students can develop an individual and flexible professional profile.

SKILLS

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

PROGRAM STRUCTURE

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

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

COMPULSORY MODULES

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

ELECTIVE MODULES

With a broad range of elective modules, the program is highly flexible. Students can either choose a generalist approach by studying content from all four FACT areas or focus on one area to develop a specialist profile. Stu-

dents must take elective modules worth 60 ECTS from the listed modules which amount to 300 ECTS. Elective modules are organized into five module groups:

Finance and Insurance deals with material relevant to banking, stock markets, insurance companies, industrial companies and financial service providers. Auditing and Law is based on the requirements of the certified tax auditor examination and addresses the knowledge and skills required for preparing and analyzing financial statements as well as a critical analysis of the field. Controlling teaches the most important theories, concepts and instruments for managing companies and supplying information to internal and external stakeholders. Taxation prepares students for the certified tax consultant examination and also includes the area of tax planning. Interdisciplinary modules



SELECTION CRITERIA

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

enable students to gain interdisciplinary knowledge, focusing particularly on the field of digitalization. Students who choose the specialization Taxation, Finance and Insurance, Digitization and Analytics, or Sustainability in FACT may obtain the certificate Tax-FACTs, FinFACTs, DAFACTs or SustainFACTs.

ak

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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MASTER'S PROGRAM IN FACT (STARTS IN WINTER SEMESTER)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Controlling of Business Systems	Company Taxation	6 elective modules worth 5 ECTS each from the module groups* Module groups: <ul style="list-style-type: none">■ Finance and Insurance■ Auditing and Law■ Controlling■ Taxation■ Interdisciplinary modules	Master's thesis
Corporate Management and Capital Markets	5 elective modules worth 5 ECTS each from the module groups* Module groups: <ul style="list-style-type: none">■ Finance and Insurance■ Auditing and Law■ Controlling■ Taxation■ Interdisciplinary modules		
Risk and Insurance Theory			
Tax Accounting			
Accounting for Consolidated Financial Statements			
Elective module			
30 ECTS	30 ECTS	30 ECTS	30 ECTS
120 ECTS – Standard duration of study: 4 semesters			

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

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Compulsory modules

Elective modules

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

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

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Compulsory modules

Elective modules



MASTER'S PROGRAM IN HEALTH MANAGEMENT AND HEALTH ECONOMICS



4 semesters



German



Starts in
winter semester



Specialization



Master
of Science

The Master's program in Health Management and Health Economics combines business studies and economics as well as socioeconomics, health economics and medical content to create an integrative profile. It is a consecutive, research-oriented Master's degree program with a broad but exclusive focus on healthcare. The program is designed for all Bachelor's students with a background in business studies who wish to specialize in healthcare. Students gain a holistic view of healthcare and can be experts in the fields of management, economics, or policy through various specializations. The institutional orientation of the program and a comprehensive insight into practice promote the employability of the students.

SKILLS

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

PROGRAM STRUCTURE

The program has a standard duration of study of four semesters and consists of compulsory modules, elective modules and the Master's

phase. In the compulsory area in the first and second semester, a holistic perspective of health management and health economics is taught. In the elective area (second and third semesters), students can choose from a broad range of different modules, setting individual focal points depending on their preferences and career expectations. Seminars with direct reference to practice and in cooperation with practice partners promote important competencies for entering the profession. In the elective area, there is also the possibility of taking two health-related Master's modules at the department, at the university or also at other universities in Germany and abroad. In addition, the crediting of equivalent courses taken at foreign universities makes it possible to complete a semester abroad. The program is completed with the Master's phase, which consists of a Master's thesis and a *Master's seminar*.


COMPULSORY MODULES

The interdisciplinary compulsory modules provide students with the fundamental knowledge of all areas of the healthcare sector. They gain a holistic insight into the industry and thus understand the mechanisms and structures in the healthcare sector. This includes modules such as *Health Insurance*, *Outpatient Management*, *Hospital Management*, *Pharmaceutical Management*, *Health Economics*, *Medicine* and *Health Economic Evaluations*. Each student is required to take the seven modules (5 ECTS each) of the compulsory area in order to acquire a broad basic knowledge, as well as the *Master's seminar* (5 ECTS). The Master's thesis (30 ECTS) is also mandatory and scheduled for the fourth semester.

COMPULSORY ELECTIVE MODULES

Students can choose a total of ten elective modules (5 ECTS each) according to their preferences and career ideas. They can choose between a general study of the industry, or to become subject experts in the fields of management, economics or politics. Additionally, students can focus on different sectors of the healthcare system, such as health insurance, outpatient care, hospital management, the pharmaceutical industry, and medical technology companies.

Within the framework of the elective modules *Health I and II*, there is the possibility to take further health-related Master's modules at the entire FAU or at other universities in

Germany and abroad. The two elective modules offer the possibility to include study achievements (from abroad) with relevance to the health sector that have no equivalent at FAU.  [lj/rs](#)



SELECTION CRITERIA




- A relevant academic degree in business and economics (in particular Bachelor's degree program in Business Studies at FAU as well as comparable degree programs at other universities).
- Alternatively: a relevant degree in a course of studies with knowledge of economics with at least 50 ECTS (excluding Bachelor's thesis) of which at least 5 ECTS in business or economics and at least 10 ECTS in statistics.
- Final grade of the Bachelor's degree
- Professional experience in healthcare
- Knowledge in health management or health economics from a previous degree program
- If applicable, proof of sufficient German language skills (DSH 2)

POTENTIAL EMPLOYERS

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







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CAREER PROSPECTS

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

MASTER'S PROGRAM IN HEALTH MANAGEMENT AND HEALTH ECONOMICS (MIGG)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Health insurance I 5 ECTS	Health Economic Evaluations I 5 ECTS	Master's seminar 5 ECTS	
Outpatient Management I 5 ECTS			
Hospital Management I 5 ECTS	Choice of 5 modules (5 ECTS each) Examples of modules*: ■ Health Insurance II ■ Elective module Health I ■ Optimization and Simulation Methods ■ Pharma Management II ■ The Supply of Medical Services	Choice of 5 modules (5 ECTS each) Examples of modules*: ■ Applied Empirical Health Economics ■ Business Simulation: Hospital Management ■ Hospital Management II ■ Practical Seminar ■ Health Economic Evaluations II	Master's thesis
Pharma Management I 5 ECTS			
Health Economics I 5 ECTS			
Medicine 5 ECTS			
30 ECTS	30 ECTS	30 ECTS	30 ECTS
120 ECTS – Standard duration of study: 4 semesters			

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

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Compulsory modules

Elective modules

MASTER'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES



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

SKILLS

- Analytical skills
- Communication skills
- Intercultural competences

PROGRAM STRUCTURE

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

CORE COURSES

In the core courses, students focus on understanding and analyzing international operations and making decisions related to foreign market entry and management strategies. Students acquire a broad understanding of the field through core modules from the following areas: Environment of International Business, Foundations of International Management, International Strategic Management, International Functional Management, International Information Management, International Finance and Change Management, Soft Skills, International Corporate Sustainability and International Relations. Two modules are offered for each area. In total, students must take 60 ECTS from a total of 90 ECTS. Students have a degree of freedom in choosing modules, however, we recommend that all students complete both modules in *Foundations of International Management*.

ELECTIVE COURSES

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



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

lk/mg

SELECTION CRITERIA

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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MASTER'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES (MIBS)

Study progress

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

Core courses (60 out of 90 ECTS)

- Environment of International Business (Issues in International Political Economy, International and European Trade Law)
- Foundations of International Management (Foundations of International Management I, Foundations of International Management II)
- International Strategic Management (Business Strategy, Advanced Methods of Management Research IV)
- International Functional Management (International Marketing, Global Operations Strategy)
- International Information Management (E-Business Projects and Innovation, Service Innovation)
- Soft Skills (Managing Intercultural Relations, International Management Solutions)
- International Finance and Change Management (International Finance, Change Management)
- International Corporate Sustainability (Business Ethics and Corporate Social Responsibility, Regeneration and Sustainable Development)
- International Relations (Power, Order and Institutions in World Politics)

Elective courses (30 ECTS)

Areas:

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

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

120 ECTS – Standard duration of study: 4 semesters

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

** Elective modules worth 30 ECTS, of which 10 can be acquired in the context of language courses.

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Core courses

Elective courses

MASTER'S PROGRAM IN INTERNATIONAL INFORMATION SYSTEMS



4 semesters



German/
English



Starts in
winter semester



Electives



Master
of Science

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

SKILLS

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

PROGRAM STRUCTURE

In the first semester, students with an undergraduate degree in business and economics acquire preliminary knowledge in computer science. Students who have obtained an undergraduate degree in computer science take modules in business and economics. Both groups of students are familiarized with the preliminary knowledge and skills required for the compulsory modules in Information systems and Informatics. These comprise 30 ECTS and consist of compulsory elective modules chosen from Data & Knowledge, Digital Business and Architectures & Development. Students have the opportunity to study abroad in the third semester. In the fourth semester, students can complete their Master's

thesis with the support of an international company or partner university.

COMPULSORY MODULES

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

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

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

COMPULSORY ELECTIVE MODULES

A special feature of the program is the high flexibility in the design of the elective area. In addition to the compulsory modules, it is possible to acquire up to 30 ECTS from the areas of Extension courses and Study Abroad modules, thus facilitating the transfer of achievements from universities abroad. In addition,

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

ks/dh

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

SELECTION CRITERIA

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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MASTER'S PROGRAM IN INTERNATIONAL INFORMATION SYSTEMS (IIS)

Study progress*

Semester 1	Semester 2	Semester 3	Semester 4
Customized Introduction 15 ECTS	Interdisciplinary Qualifications 5 ECTS	Information Systems 10 ECTS	Master's thesis 30 ECTS
Informatics 5 ECTS	Information Systems 10 ECTS	Informatics 10 ECTS	
Information Systems 10 ECTS	Informatics 15 ECTS	Interdisciplinary Qualifications 10 ECTS	
30 ECTS	30 ECTS	30 ECTS	30 ECTS

Information Systems (30 ECTS):

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

Informatics (30 ECTS):

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

120 ECTS – Standard duration of study: 4 semesters

* This is an example of a timetable for the study progress. Students have a wide range of modules from which they can choose.
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MASTER'S PROGRAM IN MANAGEMENT



MASTER'S PROGRAM



4 semesters



German/
English



Starts in
winter semester



Specialization



Master
of Science

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

SKILLS

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

PROGRAM STRUCTURE

The degree program has a standard duration of four semesters and includes compulsory modules (35 ECTS), elective modules specializing in professional fields (55 ECTS) and the Master's thesis (30 ECTS). While students learn comprehensive perspectives in management throughout the compulsory modules, they can choose to specialize in one or more applied fields of management by taking elective modules. This specialization allows stu-

dents to develop a profile that is suitable for their future profession.

COMPULSORY MODULES

The compulsory modules are divided into three sections in this program. In the first section, "Management Foundations", students obtain a comprehensive understanding of the tasks and instruments of management from a market and resource-oriented perspective. In the second section, "Finance & Controlling", students have the opportunity to expand their financial knowledge in the context of management. In the third section, "Project, Presentation & Team skills", students can apply their knowledge in practice. From a variety of modules, students choose two modules, some of which are held in cooperation with various practical partners. Case study seminars and project work, as well as seminars on team skills and presentation and negotiation techniques offer students a wide range of choices.

ELECTIVE MODULES

In order to prepare for specific management tasks, students can develop a professional profile by choosing individual areas of specialization. If at least four modules from one of the nine specialization areas are taken, the specialization is shown on the degree certificate. Strategic Management and International Business focuses on tools for strategic management and the challenges facing global companies, for example in the module *Change Management*. Value Creation and Digital Transformation focuses on future technology and value creation processes in the context of digital transformation, for instance in the modules *Business Intelligence* and *Management of Industry 4.0*. Entrepreneurship and Innovation offers modules focusing on innovation and startups such as *Patenting for innovation* or

Start-up Finance Management for students who would either like to start their own company or pitch their ideas to established companies. Understanding the financial situation of a business is a clear advantage. Financial Management gives students the opportunity to advance their knowledge in the field of finance and accounting. Health Care Management equips students with the fundamental knowledge they need to launch their career in the health care sector. Successful businesses need to know who their customers are and how they behave. Marketing Management offers students a broad range of modules that give insights into various marketing activities. Supply Chain Management prepares students for professional roles in supply chain management or logistics consulting. In the specialization Sustainable & Responsible Management, students are prepared for a variety of tasks in sustainability management to support companies in transforming their business activities towards a sustainable future. For students interested in research, the Management Research specialization offers the opportunity to

deepen current topics in management research and to strengthen quantitative skills.

jh/ed

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

SELECTION CRITERIA

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

- Companies of all sizes across different sectors
- Consulting firms



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MASTER'S PROGRAM IN MANAGEMENT (MIM)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Management Foundations 10 ECTS	Management Foundations 10 ECTS	Elective modules (free choice of six modules worth 5 ECTS each) from the module groups	Master's thesis
Finance & Controlling 5 ECTS	Project, Presentation & Team skills 5 ECTS		
Project, Presentation & Team skills 5 ECTS	Elective modules (free choice of three modules worth 5 ECTS each) from the module groups*		
Elective modules (free choice of two modules worth 5 ECTS each) from the module groups*	15 ECTS	30 ECTS	30 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS

Module groups*

- Strategic Management & International Business
- Value Creation & Digital Transformation
- Entrepreneurship & Innovation
- Financial Management
- Health Care Management
- Marketing Management
- Supply Chain Management
- Sustainable & Responsible Management
- Management Research

120 ECTS – Standard duration of study: 4 semesters

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

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Compulsory modules

Elective modules

MASTER'S PROGRAM IN MARKETING



4 semesters



German



Starts in
winter semester



Specializations
and elective
modules



Master
of Science

The study program provides a holistic understanding of the tasks and methods of marketing and is characterized by its interdisciplinary structure. In addition to the focus on marketing, students can choose between a broad range of courses in the areas of data science, statistics, information systems, psychology and communication science. Current developments such as digital marketing, e-commerce and sustainability management are also taken into account in the program. The interdisciplinary knowledge that students acquire is enhanced with practical topics.

SKILLS

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

PROGRAM STRUCTURE

The program consists of a compulsory area (20 ECTS), a specialization area (10-25 ECTS), a compulsory elective area (45-60 ECTS) and the Master's thesis (30 ECTS). While the compulsory area includes the basics of marketing, the specialization and compulsory elective courses allow students to focus on their own interests.

COMPULSORY MODULES

Students are familiarized with a sound knowledge of all areas of marketing. They also acquire holistic insights into specific areas of marketing and the four Ps through the modules *Product and Price Management* and *Sales and Communication Management*. Fundamentals and theories of consumer behavior are taught in the module *Marketing Theory*. Students can also attend modules such as *Data Science*, to increase their understanding about important quantitative skills. In the practical *Seminar in Marketing*, students complement their theoretical knowledge by exploring current developments in marketing research.

ELECTIVE MODULES

Students can choose between three areas of specialization:

- **Marketing Research:** Here, quantitative competencies for activities in market research, marketing consulting and marketing research prepare students for an academic career or a job in market research agencies.
- **Marketing Research with a focus on Data Science:** Here students learn about new programming tools (e.g. Python), recent methods (e.g. machine learning) and how to generate and analyze digital data. Through the close connection with information systems students are

prepared for activities in the in the field of data analytics/science, a position as an expert, a career in consulting or science.

- Marketing Management: This specialization offers students a focus on management. Students acquire competencies for activities in brand and product management, sales, or strategic marketing.

COMPULSORY ELECTIVE MODULES

For individual specializations there are around 70 modules from six different module groups available:

- In the field of Marketing, modules such as *Digital Marketing*, *Digital Behavioral Data*, *Service Marketing* or *Personal Selling* prepare students for specific activities in operational marketing.
- These courses are supplemented by modules from the field of Data Science, such as *Deep Learning* or *Social and Web Intelligence*, which teach the use of (digital) data.
- In addition, modules in the field of Consumer Behavior are offered, which include aspects of market and consumer psychology.
- Methodological modules from the field of Statistics, such as *Microeconometrics and Machine Learning* and *Panel and Evaluation Methods* address current developments in market research.
- Numerous modules are available in the field of Management, such as *Platform Strategies*, *Design Thinking and Product Design* or *Business Ethics and Corporate Social Responsibility*.
- The broad range of courses is enhanced by Interdisciplinary modules such as foreign languages or practical seminars in cooperation with companies such as adidas, Ergo, GfK and P&G.



SELECTION CRITERIA

- Academic degree
- Knowledge of marketing and statistics
- Discussion of an academic paper

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

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



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www.wiso.fau.eu/marketing



MASTER'S PROGRAM IN MARKETING

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
<p>Principles of Marketing I: Marketing Theory</p> <p>5 ECTS</p>	<p>Marketing Research with focus on Data Science: Information Systems II</p> <p>5 ECTS</p>	<p>Principles of Marketing VI-VIII: Marketing Seminar (choice of 1 out of 3 modules)</p> <p>5 ECTS</p>	<p>Master's thesis</p>
<p>Principles of Marketing II: Product and Price Management</p> <p>5 ECTS</p>	<p>Choice of 5 or 6 elective modules worth 5 ECTS each from the module groups:</p> <ul style="list-style-type: none">MarketingData ScienceConsumer BehaviorStatisticsManagementInterdisciplinary modules	<p>Specialization Marketing Research with focus on Data Science: Conceptual Modeling</p> <p>5 ECTS</p>	
<p>Principles of Marketing III: Sales and Communication Management</p> <p>5 ECTS</p>		<p>Choice of 4 or 5 elective modules worth 5 ECTS each from the module groups:</p> <ul style="list-style-type: none">MarketingData ScienceConsumer BehaviorStatisticsManagementInterdisciplinary modules	
<p>Choice of 1 of 3 areas of specialization:</p> <p>Marketing Research: Econometrics, Panel and Evaluation Methods</p> <p>Marketing Research with focus on Data Science: Econometrics, Panel and Evaluation Methods, Information Systems I</p> <p>Marketing Management: Choice of 2 out of 4 modules (e.g. Service Marketing)</p> <p>10-15 ECTS</p>			
<p>Module from the module groups (for specializations Marketing Research and Marketing Management)</p> <p>5 ECTS</p>			
<p>30 ECTS</p>	<p>25-30 ECTS</p> <p>30 ECTS</p>	<p>20-25 ECTS</p> <p>30 ECTS</p>	<p>30 ECTS</p>
<p>120 ECTS – Standard duration of study: 4 semesters</p>			

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Compulsory modules

Elective modules

Compulsory elective modules

MASTER'S PROGRAM IN SOCIOECONOMICS



MASTER'S PROGRAM



4 semesters



German

Starts in
winter semesterSpecializations
and elective
modulesMaster
of Science

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

SKILLS

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

PROGRAM STRUCTURE

At the start of the Master's program, students acquire fundamental theoretical knowledge in sociology, psychology, communications science, economics and empirical methods. In the second and third semester, all students take a comprehensive project seminar in which they focus on a topic in small groups as part of an empirical research project. Students may also choose between different specializations:

- Education, Work and Human Resources
- Market and Media Research
- Sustainability
- Data Science

Students can thus develop a professional profile. The programme ends with the Master's thesis in the fourth semester.

COMPULSORY MODULES

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

ELECTIVE MODULES

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

They may also choose to study modules worth 10 ECTS from all WiSo modules.

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



SELECTION CRITERIA

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






CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

- Business and administration
- Broadcasting companies
- Consulting firms



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MASTER'S PROGRAM IN SOCIOECONOMICS

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Media & Communication Research 5 ECTS	Applied Methods 5 ECTS	Consolidation Methods 5 ECTS	Master's thesis 30 ECTS
Personnel Psychology 5 ECTS	Specific BWL 5 ECTS	Project Seminar 10 ECTS	
Research Problems and Research Designs in Sociology 5 ECTS	Project Seminar 5 ECTS		
Econometrics 5 ECTS	e.g. Inequality in Modern Society 5 ECTS	e.g. Seminar in Organizational Psychology 5 ECTS	
Microeconomics and Game Theory 5 ECTS	e.g. Advanced Communication Research 5 ECTS	e.g. Economics of Social Policy 5 ECTS	
Specific VWL 5 ECTS	Module 1 5 ECTS	Module 2 5 ECTS	
30 ECTS	30 ECTS	30 ECTS	30 ECTS
120 ECTS – Standard duration of study: 4 semesters			

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

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

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Compulsory modules

Elective modules*

Free elective modules**

MASTER'S PROGRAM IN BUSINESS EDUCATION



4 semesters



German

Starts in
winter semesterCan be combined
with a second
subjectAs part-time
study possible

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

SKILLS

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

PROGRAM STRUCTURE

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

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



SELECTION CRITERIA

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

CAREER PROSPECTS

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

POTENTIAL EMPLOYERS

- Vocational schools
- Companies



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

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Instructional Design for Vocational Education and Training 10 ECTS	Instructional Design for Vocational Education and Training 10 ECTS	Elective module in Business Education 5 ECTS Practical Studies II 5 ECTS	Master's thesis 20 ECTS
Diversity, Language and Inclusion as Challenging Aspects of Vocational Education and Training 5 ECTS	Empirical Research in Vocational Education and Training 5 ECTS	Choice from 2 compulsory modules in business and economics 10 ECTS	
Choice from 3 compulsory modules in business and economics 15 ECTS	Compulsory modules in business and economics 5 ECTS Elective modules in business and economics 10 ECTS	Elective modules in business and economics 10 ECTS	Elective modules in business and economics 10 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS
120 ECTS – Standard duration of study: 4 semesters			

Compulsory modules in business and economics:

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

Elective modules in business and economics:

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

Compulsory modules in business education

Compulsory module in business and economics*

Elective modules in business and economics

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

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

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

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Compulsory modules in business education

Compulsory module in business and economics*

Elective modules in business and economics



PROFES- SIONAL DEVELOP- MENT

110

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

- 112** Executive Master's program in Business Management
- 114** Master's program in Sustainability Management
- 116** Master's program in Marketing and Sales Management
- 118** Master's program in Digital Business
- 120** Master's program in Health Business Administration
- 121** Master's program in Health and Medical Management



EXECUTIVE MASTER'S PROGRAM IN BUSINESS MANAGEMENT



18 months



German



Starts in winter
semester



Part-time professional
development



MBA



SKILLS

- State of the art knowledge of management theory and practice
- Analytical and structuring methods
- Problem analysis and selection of suitable alternative solutions
- Leadership, role model and motivational behavior
- Communication and teamwork skills and intercultural competence

The Executive MBA program at FAU will be entering its 20th year in winter semester 2023/2024 and has an excellent reputation for supporting and accelerating graduate careers. The program, which focuses on general management, is limited to 25 students per year and prepares students for a challenging role in an international career or broadens their existing management experience. Diversity is key to the success of the program and with hand-picked candidates from different backgrounds, training, age groups, sectors and professions there is plenty of opportunity for

exploring new perspectives and participating in inspiring discussions. Through this exchange, students often generate innovative strategies and creative solutions during attendance days that they can apply directly to their professional work. Upon successful completion of the program, students are entitled to award the internationally renowned academic degree of *Master of Business Administration (MBA)*.

PROGRAM STRUCTURE

The part-time MBA program starts annually on October 1 and is scheduled to last 18 months. Its course phase covers the first 14 months. During this period, the mandatory courses take place at 27 weekends each Friday from 3 p.m. to 8 p.m. and Saturdays from 8 a.m. to 6 p.m. The introductory module *Management Fundamentals* is primarily targeted at non-financial candidates and aims to equip students with the economic knowledge required in the program. Core content is organized into the three modules *Leading*, *Acting* and *Analyzing*.

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

Acting focuses on optimizing value creation through corporate management. The focus lies on the three important functional areas of Marketing, Operations and Innovation.

Analyzing deals with analysis and controlling methods relevant to management. This

involves analyzing and evaluating added value and deriving actions for effective corporate management.

Additional offerings include: teambuilding event, sustainability seminar, management skills training, company visits and fireside chats with prominent managers. Subsequent to the course phase, students have four months to complete their Master's thesis. Depending on their career goals students can choose three pathways to completing their thesis:

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

kv/db

BENEFITS

- Recognized academic degree: MBA
- Accelerated career development
- Efficient, goal and result-oriented training
- Institutional MBA provider
- International perspective
- Theoretical and practical focus
- Networking




SELECTION CRITERIA

- At least completed Bachelor's degree (180 ECTS)
- At least one year of professional experience or long-term professional experience after completing a graduate degree
- Good knowledge of German and English
- Motivation, commitment, initiative and resilience


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MASTER'S PROGRAM IN SUSTAINABILITY MANAGEMENT




18 months




English



Starts in winter semester



Part-time professional development and 100% online



MBA



From winter semester 2023/2024, the part-time Master's program in *Sustainability Management* starts for the first time at Friedrich-Alexander-University, which will be offered in English and in an online format. The *MBA Sustainability Management* is aimed at people who strive for more responsibility in business, economy and society and want to implement sustainability in practice. In 18 months, the part-

time executive education program provides the necessary expertise, tools and implementation skills for sustainable development and management of companies. Developed and realized in an intensive exchange between FAU and Siemens AG, it combines the best of science and business in a unique and innovative way. Through the combination of theoretical knowledge transfer, strong practical orientation as well as the specialization in sustainability topics, the program qualifies for a successful career as a manager in the areas of sustainability management, process and project management or consulting, and offers as a basis for this the internationally recognized academic degree *Master of Business Administration* (MBA).

PROGAM STRUCTURE

The part-time *MBA Sustainability Management* starts annually in the winter semester. The content is provided in a total of nine modules each consisting of 50 working hours. The special feature of the *MBA Sustainability Management* is the structure of the modules, which makes it possible to combine working and studying.

COMPETENCIES

- Gaining management-know-how and a specialization in sustainability
- Gaining comprehensive ESG know-how
- Transfer and use of knowledge, methods and tools
- Expanding leadership and social competencies
- Strengthening social networks by meeting and working with managers from different firms and industries
- Deepening of intercultural competence

It offers a high degree of individual flexibility, both in terms of space and time. Thereby, each module is taken as 25 hours of self-study and 25 hours of live online sessions. For the self-study, qualitative learning material (e.g., videos, literature, case studies, etc.) is provided. During the live online sessions, the focus is then on interaction in the group as well as discourse with the professors. Lecture times of the live-online sessions per module are four Fridays (15.00–20.00 CET) and one Saturday (09.00–14.00 CET).

The master's program combines strategic, methodological, functional and practice-oriented contents into an integrative profile, and comprises three clusters, to each of which three modules are assigned.

The first cluster *Enabling*, provides an insight into the relevance of the sustainability megatrend and the essential foundations for sustainable management (*Sustainability Foundations*). Likewise, the essential drivers and enablers are addressed in two further modules. Next to emergent technologies and new fields of application in the module *Sustainable Technologies*, the module *Sustainability & Digitalization* takes a closer look at the complex interrelationships and interactions between sustainability and digitalization.

The second cluster *Managing*, covers strategic and leadership-oriented content (*Responsible Strategy & Leadership*), as well as the important functional area of *Sustainable Marketing & Communication* and the increasingly relevant finance and controlling perspective in the module *Sustainable Finance, Accounting, Controlling, Reporting*.

SELECTION CRITERIA

- At least completed Bachelor's degree (180 ECTS)
- Minimum of one year of practical experience at the beginning of the MBA program (e.g. qualified internships, student work, professional experience)
- Good English language skills
- Strong application

Finally, the third cluster *Transforming* provides competences in the area of *Sustainable Innovation* as well as *Smart Circular Economy & Sustainable Value Networks*, and also includes an application-related part, whereby the previously acquired knowledge is being applied within the module *Sustainability Project Work*.

Finally, a *Master's thesis* has to be written in the last four months of the program. Depending on the students' medium-term goals, three different orientations are possible: Job Development, Business Development or Doctorate.

kv/db

PARTICIPANT BENEFITS

- Gaining a recognized academic degree: MBA
- Increasing career and earnings opportunities
- Individual flexibility by combining synchronous and asynchronous study elements
- Institutional MBA provider
- International orientation
- Theory-based practical orientation
- Networking



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MASTER'S PROGRAM IN MARKETING AND SALES MANAGEMENT



4 semesters



German



Starts in winter semester



Part-time professional development



Master of Science

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

SKILLS

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

PROGRAM STRUCTURE

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

earn a total of 120 ECTS including the recognition of professional skills, with the program consisting of basic, advanced, practical and specialization modules. While basic modules ensure a uniform level of fundamental knowledge in the field of strategic and operational market development, advanced modules deepen theoretical knowledge and skills acquired at the start of the program. Basic modules include topics such as managing marketing assets (customer relations and brands), managing digital marketing and sales activities, as well as data analytics. In practical modules, students apply what they have learned to reinforce their knowledge and skills. At the end of the program, students take specialization modules which consist of the Master's seminar and thesis and focus on solving a business problem in their chosen specialization of either marketing or sales. Graduates are awarded a Master of Science degree which is recognized internationally. Specializations (Marketing or Sales) are indicated on the degree certificate.

af/db

BENEFITS

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



SELECTION CRITERIA

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



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MASTER'S PROGRAM IN DIGITAL BUSINESS



18 months



German



Starts in winter
semester



Part-time professional
development



MDBA



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

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

SKILLS

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

PROGRAM STRUCTURE

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

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

kv/af/db

SELECTION CRITERIA

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

BENEFITS

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



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MASTER'S PROGRAM IN HEALTH BUSINESS ADMINISTRATION

4 semesters

German

Distance learning

Part-time professional development

MHBA

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

PROGRAM STRUCTURE

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



SELECTION CRITERIA

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



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MASTER'S PROGRAM IN HEALTH AND MEDICAL MANAGEMENT

4 semesters

German

Distance learning

Part-time professional development

MHMM

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

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

PROGRAM STRUCTURE

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



SELECTION CRITERIA

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



SUBJECT ADVISOR

Dipl. Wirt.-Juristin (FH)
Yvonne Cremers, M. A.

Phone: 0911/5302-95313

E-mail: service@mhmm.de or yvonne.cremers@fau.de

www.mhmm.de



SERVICES

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

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LANGUAGE COURSES

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

COURSE LEVELS

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

UNICERT®

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

CEFR – COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES

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

EXISTING LANGUAGE SKILLS FROM SCHOOL

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



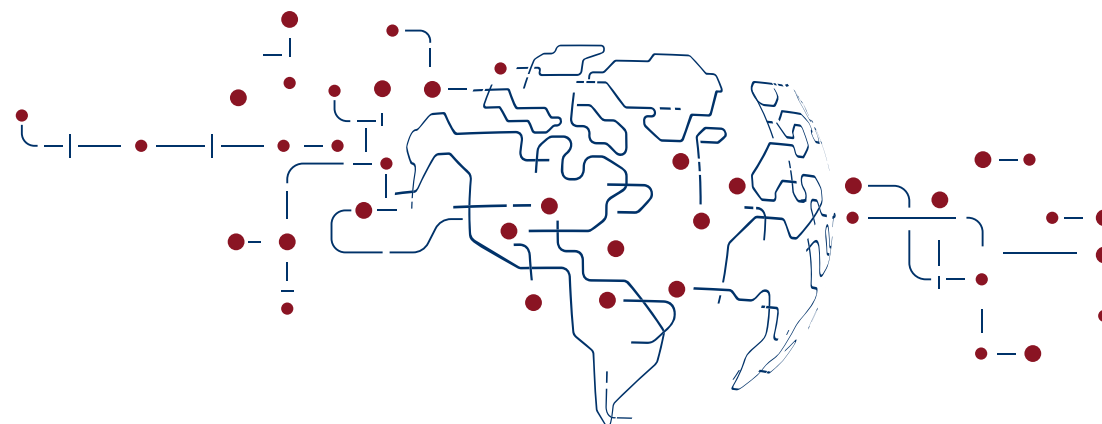
UNICERT LEVELS AND CEFR LEVELS

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



LANGUAGES

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



PLACEMENT TEST AND LANGUAGE COURSE REGISTRATION

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

- Students can register for all language courses taught at WiSo at:

www.studon.fau.de

FOREIGN LANGUAGE TRAINING IN DEGREE PROGRAMS

In the *Foreign Languages* module, Bachelor's students take two courses worth two SWS each or one course worth four SWS in a foreign language chosen from Chinese, English, French, German as a foreign language, Italian, Portuguese or Spanish. Although students can only take English at UNICert® III level, they may choose any level for all other languages. International Business Studies students must also take courses in a second foreign language at any level worth 4 SWS. Socioeco-

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



FURTHER INFORMATION



Language Center
Foreign Languages Department
in Nuremberg



Room LG 2.430



Phone: 0911/5302-95414



E-mail: fan-infotheke@fau.de



<https://sz.fau.de>

STUDY ABROAD

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



GOING ABROAD

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



DURATION

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



WHEN TO GO

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

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



RECOGNITION OF EXAMINATION ACHIEVEMENTS

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



ORGANIZATIONAL ASPECTS OF STUDYING ABROAD

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



APPLICATIONS AND FURTHER INFORMATION

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



LAST MINUTE PLACES

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

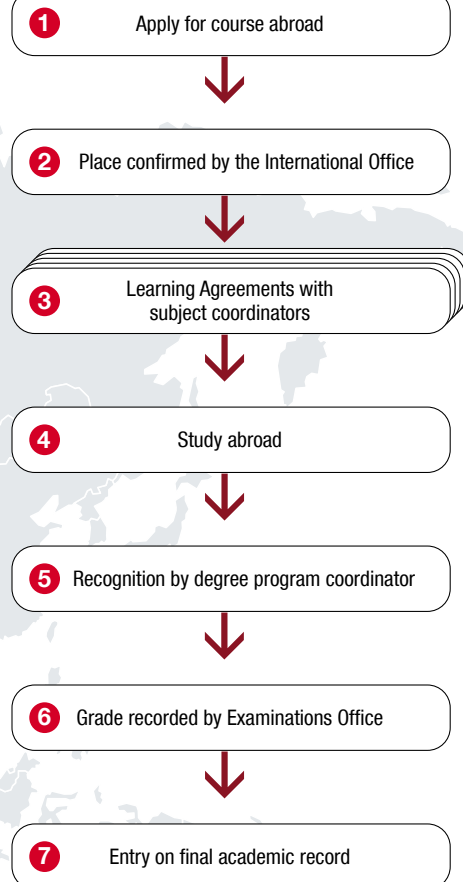


140 PARTNER UNIVERSITIES ON ALL CONTINENTS

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



RECOGNITION OF ACHIEVEMENTS EARNED ABROAD



FURTHER INFORMATION
International Office
Room LG 2.232
Phone: 0911/5302-95627
E-mail: wiso-international@fau.de
www.ib.wiso.fau.de/en/

LA DOLCE VITA E DOLCE FARNIENTE IN BELLA ITALIA – A SEMESTER IN VERONA

In summer 2022, Daniela took the plunge and spent her semester abroad at the Università degli Studi di Verona in beautiful Italy, where she enjoyed Italian dolce vita to the full whilst continuing to study.



»My dream has always been to live in this wonderful country for a while«,

says the 25-year-old student. "Italy is one of my favorite vacation spots because of its diverse landscape. Thus, the decision with regards to the destination for my semester abroad was made quickly." Actually, her stay abroad had already been planned for the sum-

mer term of 2021, but due to Covid-19, Daniela had to cancel it. However, she tells us that she was even more delighted when she received another acceptance for her second application the following year.

In February, the time had finally come and the WiSo student traveled to Verona to start her adventure. She had already booked a shared room in an Erasmus apartment in advance thanks to an organization at the uni-

versity, as previous private attempts to find a place to stay were unsuccessful. Daniela actually wanted to live with locals in order to improve her language skills. But in retrospect, the Erasmus apartment turned out to be the best possible solution, as many students were still looking for accommodation weeks after arriving in Verona.

»The room was a surprise package«,

she tells us. That's because the 25-year-old neither knew what her room looked like nor how many roommates she would have up until the time of her arrival. But after only a short time, the apartment proved to be a stroke of luck and living together went smoothly.

After the student got used to the Italian unpunctuality, the chaos and the lack of organization at Italian universities, which at first seemed frightening compared to German standards, she quickly succeeded in settling in. "If you absorb the easy-going mindset of the Italians, it makes life in Verona much easier and more pleasant" she explains to us with a laugh.

The Italian lessons are very practice-oriented and the lectures - in contrast to the H4 lectures in Nuremberg - are small and more reminiscent of school days than a university. What Daniela considers positive about the Italian university system is the handling of the exam period. There were three different dates for an exam, at the beginning of June, at the beginning of July and in September. On the one hand, this meant you could choose when to take the exam, and on the other hand, if you didn't pass on the first attempt, you didn't have to wait a full semester to try again.

In addition to campus life, Daniela used her time wisely to travel around the country and enjoy the culture, art, and cuisine. Italy is so much more than just pizza and pasta, she explains to us. The WiSo student often used her free days for trips to the surrounding cities, such as Padua, Venice or Bologna, where she enjoyed the Italian charm with an aperiti-

vo. Whenever it was too warm in the city, she went to Lake Garda, which is located just a few miles away from Verona, or to the mountains. However, she also made trips that lasted several days, including to cities such as Rome, Naples, Sardinia, Puglia or the Amalfi Coast.

»The semester abroad in Verona was an incredibly intense and unforgettable experience for me, which I would not want to miss. I managed to get to know both myself and the country better during my stay in Italy.«

Daniela
WiSo-Student

- FURTHER INFORMATION
- 📄 International Office
 - 📍 Room LG 2.232
 - 📞 Phone: 0911/5302-95627
 - ✉ E-mail: wiso-international@fau.de
 - 🌐 www.ib.wiso.fau.de/en/

WiSo CAREER SERVICE

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

ABOUT THE CAREER SERVICE

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

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

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

CONSULTATION AND SUPPORT FROM THE CAREER SERVICE

Seminars and talks

- Seminar program: "Soft skills" and "Job applications and career entry"
- WiSo-Job-Talks: Alumni and experts talk about their professional experience.

Information events

- Career Day: Information day and company fair

Mentoring programs

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

Advisory services

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

Modules

- *Subject-specific internship:* Students can apply for recognition of an internship or a student traineeship

Job vacancies

- www.stellenwerk-erlangen-nuernberg.de/en



CAREER DAY

Whether you are new to WiSo or about to graduate – the Career Day has something to offer for everyone! Every year in the summer semester, both regional and international companies give presentations at the event and provide information on the topics of job applications and successful career entry. On Career Day, professionals are invited to share their professional experience by giving talks and taking part in workshops. The extensive program also includes individual CV checks and application photos. Students also have the opportunity to make direct contacts with potential employers. At the Career Day 2023, attractive employers such as Baker Tilly, Circana, Deloitte, KEYENCE, Lidl, msg Systems, Puma, PwC, Schaeffler and SUXCEED took part in lively discussions. In the Career Lounges, students who were interested in individual companies could have one-on-one discussions with HR managers who were on hand to answer their questions about entry-level opportunities and exchange contact details. Taking part is always worthwhile for students because everyone has to apply for a job or internship at least once in their lives.

CAREER DAY OFFERS

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



FURTHER INFORMATION

The Career Day program will be published online at:



www.careerday.wiso.fau.de



@fau_wiso_career

MENTORING PROGRAM FOR BACHELOR'S STUDENTS

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

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

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

PARTNERSHIPS 2023

- **Accenture GmbH:** Management and strategy consulting, technology
- **Baker Tilly:** Auditing, tax, legal and management consulting
- **Bissantz & Company GmbH:** IT consulting, software
- **Circana:** Marketing consulting, market research
- **Deloitte GmbH:** Auditing, risk, tax and financial consulting
- **ERGO:** Insurance
- **Ernst & Young GmbH:** Auditing, tax, legal and management consulting
- **HLM Hussmann:** Auditing, tax consulting
- **KPMG:** Auditing, tax and management consulting
- **msg systems AG:** IT consulting and software development
- **Munkert & Partner:** Auditing, tax consulting
- **NÜRNBERGER Versicherung:** Insurance
- **ODDO BHF:** Financial sector
- **Scoretex:** Wholesale, sportswear
- **TeamBank AG:** Financial sector



- **FURTHER INFORMATION**
The application period starts at the beginning of the summer semester.
- 🗨 Michael Otto, Hanna Walch
📞 Phone 0911/5302-95678
✉ E-mail: wiso-career-service@fau.de
🌐 www.career.wiso.fau.de

WiSo COACH PROGRAM

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



"Everyone can benefit from the WiSo Coach program, whether they want to learn more about themselves or the right professional field for them," says Renate, a Master's student in International Business Studies.

Renate took part in the WiSo Coach program for career planning advice and tips on how to get her career off the ground. Renate's mentor is an HR professional employed by the city of Nuremberg, an area which matches Renate's professional interests. "I am even more interested in this profession now and plan to do an internship," says Renate.

During the mentoring relationship, Renate also discussed her application documents with her mentor. She particularly wanted to know how to market her own strengths and

weaknesses in a job application and to learn more about how assessment centers work. "You rarely get the opportunity to ask an experienced HR manager for their opinion on job applications," says Renate.

- **FURTHER INFORMATION**
The application period starts at the beginning of the summer semester.
- 🗨 Michael Otto, Hanna Walch
✉ E-mail: wiso-coach@fau.de
🌐 www.coach.career.fau.de

HELP STARTING OUT

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

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

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



- FURTHER INFORMATION
- 💬 Veronika Heichl and Goran Zvekan
 - 📍 Raum 5.444
 - 📞 Phone: 0911/5302-95266
 - ✉ E-mail: wiso-mentoren@fau.de
 - 🌐 www.wiso.fau.eu/mentoring-program-for-new-students

CONTACTS FOR LIFE

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

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

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



Eva-Maria Hackenschmied,
Rainer Ostermeyer
Chair of the alumni association

- FURTHER INFORMATION
- 💬 Eva-Maria Hackenschmied and Rainer Ostermeyer
 - 📍 Room LG 2.221
 - 📞 Phone: 0911/5874-103
 - ✉ E-mail: info@afwn.de
 - 🌐 www.afwn.de

afwn
Alumni & Freunde
WiSo Nürnberg e. V.

DISCOVER NUREMBERG

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

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WHY WiSo?



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

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

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

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

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

HOW DOES THE LOCATION OF THE WiSo CAMPUS BENEFIT YOU?

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

WHAT ATTRACTS YOU TO THE NUREMBERG METROPOLITAN REGION?

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



ENTREPRENEURIAL SPIRIT

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

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

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

UNIVERSITY PROGRAMS AND COLLABORATIVE PROJECTS

FAU Start-up Service

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

- ✉ zuv-gruenderbuero@fau.de
- 🌐 www.fau.eu/successful-start-ups

EXISTENCY

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

- ✉ existency@fau.de
- 🌐 www.existency.de

FAU Digital Tech Academy

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

- ✉ dta@fau.de
- 🌐 www.dta.fau.de

5-euro business

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

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

- ✉ erlangen-nuernberg@5-euro-business.de
- 🌐 www.5-euro-business.de/standorte/erlangen-nuernberg/

SUPPORT FOR START-UPS FROM COLLABORATIVE PARTNERS

ZOLLHOF Tech Incubator

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

- ✉ hello@zollhof.de
- 🌐 www.zollhof.de

JOSEPHS® Innovation Lab

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

- ✉ info@josephs-innovation.de
- 🌐 www.josephs-innovation.de

Founders' Initiative Middle Franconia

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

- ✉ yvonne.stolpmann@nuernberg.ihk.de
- 🌐 www.gruenderinitiative-mittelfranken.de

ENTREPRENEURIAL CULTURE AT THE SCHOOL OF BUSINESS, ECONOMICS AND SOCIETY

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



EXPLORING NUREMBERG

Rich in culture, history and art.

A HISTORICAL PLACE TO STUDY

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



541,103 (2022)



Bavaria's second largest city



Economic and industrial hub



Center for trade fairs and expos



ARTS AND CULTURE

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

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

CULTURAL ACTIVITIES

- State Museum for Art and Design Nuremberg
- Germanisches Nationalmuseum
- Toy Museum
- Future Museum
- Museum for Industrial Culture
- Documentation Center Nazi Party Rally Grounds
- Opera House
- State Theater
- ...and many more!



SPORT AND LEISURE

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

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

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

POPULAR LOCATIONS

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

LOCAL TEAMS

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



NIGHTLIFE AND ENTERTAINMENT

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

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

- FURTHER INFORMATION
- 🌐 www.nuernberg.de
www.curt.de/nbg

WHAT'S HAPPENING IN AND AROUND NUREMBERG IN 2024?

- Freizeit-Messe Nuremberg (Leisure fair, February 21–25)
- Bierchen und Bühnchen (Festival, April 6)
- Frühlingsvolksfest (Spring festival, March 20–April 14)
- Bergkirchweih (Beer festival, May 16–27)
- Rock im Park (Music festival, June 7–9)
- Bardentreffen (Music festival, July 26–28)
- Herbstvolksfest (August 23–September 8)
- Nuremberg Christmas Market (November 28–December 24)
- ...and much more!

LIVING IN NUREMBERG

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

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

STUDENT ACCOMMODATION IN NUREMBERG

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

FURTHER INFORMATION

- The Student Services website also offers a list of accommodation in Erlangen.
- 🌐 www.studentenwerk.fau.de
 - WohnService Studentenhaus Nürnberg (Mensa)**
 - 📍 Andreij-Sacharow-Platz 1
90403 Nuremberg
 - ☎ Phone: 09131/8002-281/-287/-288/-289
 - 🌐 www.werkswelt.de

THERE'S MORE TO LIFE THAN STUDYING

▶ MAKING MUSIC

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

🌐 www.musik.fau.de

📱 www.musik.phil.fau.de/ensembles

▶ STUDENT RADIO AND TV

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

🌐 www.funklust.de

📱 www.facebook.com/funklust

▶ STUDENT PARTICIPATION

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

🌐 www.wiso.fau.eu/student-organizations/

▶ PRACTICAL EXPERIENCE

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

🌐 www.wiso.fau.eu/student-organizations/

▶ STAYING FIT

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

🌐 www.hochschulsport.fau.de
www.sport.fau.eu/wassersportzentrum



STUDENTS' REPRESENTATIVES AND STUDENT INITIATIVES

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



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



Name: RCDS Nürnberg
Focus: Representing students' interests, organization and information events.
www.rcds-nuernberg.de



Name: MTP – Marketing between theory and practice
Focus: Participation in workshops, lectures, congresses and consulting projects with companies.
www.mtp.org



Name: AIESEC
Focus: Placing students abroad and finding volunteers for social projects.
www.aiesec.de



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



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



Name: Junior Consulting Team e. V.
Focus: Student management consulting.
www.jct.de



Name: START Erlangen-Nürnberg e. V.
Focus: Promoting entrepreneurial thinking, founding and innovation.
www.start-nuernberg.de



Name: Rock your life! NÜRNBERG e. V.
Focus: Commitment to educational justice.
www.nuernberg.rockyourlife.de



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



Name: FSI WInf/IIS
Focus: Representing all IIS, WInf and WiWi with WInf specialization, we collaborate with other universities, organize events for the students and guide them through everything at the university.
www.fsi-winf.de

Read more about students' representatives and initiatives at:
www.wiso.fau.eu/student-organizations

FURTHER INFOR- MATION

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

- 152** Services
- 156** Subject advisors
- 158** Examinations Office
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- 173** Important dates
- 174** Legal



SERVICES

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

▶ ALUMNI ASSOCIATION

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

- Room 2.221
Lange Gasse 20, 90403 Nuremberg
- 📞 Phone: 0911/5874-103
- ✉ E-mail: info@afwn.de
- 📷 fau_alumni_wiso
- 📧 @fau_alumni_wiso
- 🌐 www.afwn.de

▶ COMMUNICATIONS AND MARKETING OFFICE

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

- 🗨 Manager: Silke Sauer
- Room 0.020
Findelgasse 7/9, 90402 Nuremberg
- 📞 Phone: 0911/5302-95689
- ✉ E-mail: wiso-kommunikation@fau.de
- 🌐 www.wiso.fau.eu/school/communications-and-pr

▶ DEAN OF STUDIES, OFFICE OF THE DEAN OF STUDIES

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

- 🗨 Prof. Dr. Karl Wilbers,
Katharina Schröder,
Dr. Maria Wittmann, Lisa Herrmann
- Room 4.162/4.178
Lange Gasse 20, 90403 Nuremberg
- ✉ E-mail: wiso-studiendekan@fau.de
- 🌐 www.qm.wiso.fau.de
www.wiso.fau.eu/services-and-institutions

▶ EXAMINATIONS OFFICE

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

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

▶ FOREIGN LANGUAGES DEPARTMENT IN NUREMBERG

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

- 🌐 www.sz.fau.eu/dept-fan

■ Information desk (student assistants)

- Room 2.430
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours during the lecture period:
Mon. – Thu., 8 am – 6 pm
Fri., 8 am – 3 pm
Opening hours during the lecture-free period:
Mon. – Fri., 10 am – 3 pm
Hours may change at short notice.
Please check the website.
- 📞 Phone: 0911/5302-95414
- ✉ E-mail: fan-infotheke@fau.de

■ Secretary's Office

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

▶ INFOTHEK

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

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

▶ INTERNATIONAL OFFICE

The International Office provides information and advice on studying abroad at the School of Business, Economics and Society, degree programs and study conditions at partner universities, scholarships and grants (DAAD, Erasmus, foundations, Auslands-BAföG), recognition of credits and the selection process. General information, brochures and leaflets are available at the information desk. The International Office schedules information events regularly and students can also attend the International Day at the start of November at WiSo each year for further information.

- 🗨 Manager: Jörg Reisner
- Room 2.232
Lange Gasse 20, 90403 Nuremberg
- 🕒 Secretary's Office:
Mon. – Thu., 9.00 am – 1 pm
- Jörg Reisner
Exchange Coordinator ERASMUS+ General Advisor (Incoming, freemover, internships, scholarships, language courses, etc.)
Office hours Mr. Reisner:
Mon. – Tue. 10 – 1 pm (online)
Wed. 2 – 4 pm, Thu. 10 am – 1 pm
Individual appointments at request
- Heidrun Kuka
Exchange Coordinator Overseas, Ambassador Program
Office hours Mrs. Kuka:
Tue., Wed. 11 am – 12 pm (online)
Individual appointments at request

- Phone: 0911/5302-95627
- E-mail: wiso-international@fau.de
- www.ib.wiso.fau.de

IT SUPPORT CENTER NUREMBERG (IZN)

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

- www.izn.rrze.fau.de

Computer rooms

- Room 0.420, 0.421, 0.422, 0.215
Lange Gasse 20, 90403 Nuremberg
- Computer rooms 2.025, 2.026
Findelgasse 7/9, 90402 Nuremberg
- Opening hours available at:
www.izn.rrze.fau.de/cip-pools

Service desk

- Room 0.439
Lange Gasse 20, 90403 Nuremberg
- Opening hours available at:
www.izn.rrze.fau.de
- Phone: 0911/5302-95815
- E-mail: rrze-izn@fau.de

LIBRARY

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

- www.ub.fau.de/en
Library catalog: www.opac.fau.de
- Economics and Social Sciences Branch Library, Nuremberg:**
- Lange Gasse 20, 90403 Nuremberg

- Opening hours:
Mon. – Sat., 8 am – midnight
Sun., 10 am – midnight
- Phone: 0911/5302-95830 (info)
Phone: 0911/5302-95318
(lending services)

OFFICERS FOR EQUAL OPPORTUNITIES FOR WOMEN IN SCIENCE AND THE ARTS AT THE FACULTY OF BUSINESS, ECONOMICS, AND LAW

Officers for equal opportunities for women at WiSo provide information on the following topics:

- Students with a child can find more info here:
www.wiso.rw.fau.de/fachbereich/vielfalt-und-chancen/familienfreundlichkeit/
- Students from "working families", i.e. first-generation academics, can find more info on how to network here:
www.gender-und-diversity.fau.de/diversity/vernetzung/vernetzung-im-bereich-soziale-herkunft-und-bildung/
- Queer students can find more info here:
<https://stuve.fau.de/refs-aks-2/queer/>
- International students can find more info here:
www.gender-und-diversity.fau.de/diversity/vernetzung/vernetzung-im-bereich-internationalitaet/
- Students with disabilities can find more info here:
www.fau.eu/education/advice-and-services/contacts-central-office-for-international-affairs/
- How to proceed in case of sexual harassment or discrimination?
www.gender-und-diversity.fau.de/buero-fuer-gender-und-diversity/sexuelle-belaestigung/

- Prof. Dr. Martina Steul-Fischer
(Officers for equal opportunities for women)
Alexandra Pfisterer
(Assistant to the Officer for equal opportunities for women)
- Room 5.121
Lange Gasse 20, 90403 Nuremberg
- Phone: 0911/5302-95768
- Appointments by e-mail.
E-mail: wiso-frauenbeauftragte@fau.de
- www.frauenbeauftragte.rw.fau.de

RESEARCH MANAGEMENT AND DOCTORAL AFFAIRS OFFICE

Research management at the School means providing all researchers with comprehensive and effective support for their individual and collaborative research activities – from applying for and managing third-party projects to transferring their results. The Research Office is the main point of contact for all questions related to research. There is also an Office of Doctoral Affairs to support doctoral candidates.

- Research Office**
- Dr. Dennis Kirchberg
Dr. Peter Wehnert
Gabriele Mühlöder
- Room 3.043
Findelgasse 7/9, 90402 Nuremberg
- E-mail: wiso-forschung@fau.de
- www.wiso.rw.fau.eu/research/
- Office of Doctoral Affairs**
- Elisabeth Müller
Gabriele Mühlöder
- Room 3.042
Findelgasse 7/9, 90402 Nuremberg
- E-mail: wiso-promotion@fau.de
- www.promotion.fau.eu

STUDENT RECORDS OFFICE

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

- Manager: Melanie Schlütter
- Room 0.051
Halbmondstraße 6-8, 91054 Erlangen
- Office hours:
Mon.–Fri., 09.00 – 12:00 am
- Phone: +49 9131 85-71224
- E-Mail: studentenkanzlei@fau.de
- www.fau.eu/student-records-office

WiSo CAREER SERVICE

The Career Service at WiSo provides information and advice on questions relating to applying for a job and starting a career. With seminars and workshops, information events and application portfolio checks, the Career Service helps students to focus on their professional goals. The Career Service's network of company contacts enables students to gain practical experience during their studies. The Career Service is a gateway to the professional world for students of the School of Business, Economics and Society and also liaises with partners from industry, society, university institutes and research institutions.

- Michael Otto, Hanna Walch
- Room 2.123
Lange Gasse 20, 90403 Nuremberg
- Office hours:
Tue. and Thur. 9.30 – 10.30 am
- Phone: 0911/5302-95678
- E-mail: wiso-career-service@fau.de
- www.career.wiso.fau.de

STUDY ADVICE

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

STUDENT ADVICE AND CAREER SERVICE

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

Student advice and careers service (IBZ)

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

Dipl.-Sozialw. Susanne Heinrich
Phone: 09131/85-24826
Room LG 2.119
E-mail: susanne.heinrich@fau.de

Dipl.-Theologin Salome Höfler
Phone: 09131/ 85-71218
Room LG 2.119
E-mail: salome.hoefler@fau.de

Open consultation hours without appointment

LG 2.119
Tue., Wed.: 9–12 am
Thu.: 9–12 am and 14–16 pm
(additional appointments possible, also in Erlangen)

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

SUBJECT ADVISORS FOR BACHELOR'S PROGRAMS

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

Subject advisor for the Bachelor's program in Business Studies

Johannes Frank, M. Sc.
Phone: 0911/5302-95250
E-mail: wiso-wiwi@fau.de

Subject advisor for the specialization in Business Administration

Stefan Arnold, M. Sc.
Phone: 0911/5302-95874, Room LG 5.438
E-mail: wiso-wiwi-bwl@fau.de

Subject advisor for the specialization in Economics

Paolo Bontempo, B. Sc.
Room LG 3.158
E-mail: wiso-wiwi-vwl@fau.de

Subject advisor for the specialization in Information Systems

Tina Wölfl, M. Sc.
Phone: 0911/5302-96473
E-mail: wiso-wiwi-wi@fau.de

Subject advisor for the specialization in Business Education

Dr. Yvonne Schalek
Phone: 0911/5302-95351, Room LG 4.159
E-mail: wiso-wiwi-wipaed@fau.de

Subject advisor for the Bachelor's program in Socioeconomics

Jan Gniza, M. Sc.
Phone: 0911/5302-95646, Room FG 2.019
E-mail: wiso-ba-sozoek@fau.de

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

Luisa Wicht, M. Sc.
Phone: 0911/5302-95241, Room LG 5.124
E-mail: luisa.wicht@fau.de
Nikhila Raghavan, M. Sc.
Phone: 0911/5302-96416, Room LG 5.123
E-mail: nikhila.raghavan@fau.de

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

Maximilian Pöhnlein, M. Sc.
Phone: 0911/5302-95202, Room LG 6.114
E-mail: wiso-ba-ies@fau.de

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

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

Subject advisor for the Bachelor's program in Information Systems

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

SUBJECT ADVISORS FOR MASTER'S PROGRAMS

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

Ann-Katrin Rückel, M. Sc.
Phone: 0911/5302-95673, Room FG 2.020
E-mail: wiso-ma-aup@fau.de

Subject advisor for the Master's program in Economics

Bianca Haustein, B. Sc.
Phone: 0911/5302-96401, Room LG 5.163
E-mail: wiso-mse@fau.de

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

Anna Kraus, M. Sc.
Phone: 0911/5302-95417, Room LG 6.233
E-mail: wiso-fact-master@fau.de

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

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

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

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

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

Kian Schmalenbach, M. Sc.
Phone: 0911/5302-96475, Room 33.1.12, Fürther Str. 248, 90429 Nuremberg
E-mail: studium-iis@fau.de

Subject advisors for the Master's program in Management

Jule Holmer, B. A.
Phone: 0911/5302-95288, Room LG 4.229
E-mail: jule.holmer@fau.de
Eva Dötschel, M. Sc.
Phone: 0911/5302-95489, Room LG 4.225
E-mail: eva.doetschel@fau.de

Subject advisor for the Master's program in Marketing

Eva Leonhardt, M. Sc.
Phone: 0911/5302-95754
E-mail: wiso-master-marketing@fau.de

Subject advisor for the Master's program in Socioeconomics

Juliane Kühn, M. Sc.
Phone: 0911/5302-95945, Room FG 3.012
E-mail: wiso-ma-sozoek@fau.de

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

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

Subject advisor for the Master's program in Business Education

Dr. Angela Hahn
Phone: 0911/5302-95352, Room LG 4.158
E-mail: angela.hahn@fau.de

EXAMINATIONS OFFICE

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

BACHELOR'S PROGRAMS

- **Bachelor's program in Business Studies, specialization not yet chosen and specialization in Business Administration**

Ute Haberberger
Room LG 2.218
E-mail: ute.haberberger@fau.de
Responsible for all names from **A to C**

Rosemarie Späth
Room LG 2.213
E-mail: rosemarie.spaeth@fau.de
Responsible for all names from **D to H**

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

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

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

- **Bachelor's program in Business Studies, specialization in Economics**

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

- **Bachelor's program in Business Studies, specialization in Business Education**

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

- **Bachelor's program in Business Studies, specialization in Information Systems**

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

- **Bachelor's program in International Business Studies**

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

- **Bachelor's program in International Economic Studies**

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

- **Bachelor's program in Socioeconomics**

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

- **Bachelor's program in Information Systems**

Cornelia Baumann
Room LG 2.215
E-mail: cornelia.baumann@fau.de
Responsible for all names from **A to K**

Ilona Hirscheider
Room LG 2.215
E-mail: ilona.hirscheider@fau.de
Responsible for all names from **L to Z**

MASTER'S PROGRAMS

- **Master's program in Labor Market and Human Resources**

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

- **Master's program in Economics**

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

- **Master's program in Finance, Auditing, Controlling and Taxation**

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

- **Master's program in Health Management and Health Economics**

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

- **Master's program in International Business Studies**

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

- **Master's program in Management**

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

- **Master's program in Marketing**

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

- **Master's program in Socioeconomics**

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

- **Master's program in International Information Systems**

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

- **Master's program in Business Education**

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

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

CONTACT INFORMATION

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

► OFFICES IN LANGE GASSE 20 (LG)

Office		Website
■ Chair of Taxation	Prof. Dr. Hechtner	steuerlehre.rw.fau.de
■ Chair of Finance and Banking	Prof. Dr. Scholz	lfb.rw.fau.de
■ Chair of Health Management	Prof. Dr. Schöffski, MPH	gm.rw.fau.de
■ Chair of Industrial Management	Prof. Dr. Voigt	industry.rw.fau.de
■ Chair of International Management	Prof. Dr. Holtbrügge	im.rw.fau.de
■ Chair of Marketing	Prof. Dr. Fürst	marketing.rw.fau.de
■ Chair of Accounting and Management Control	Prof. Dr. Fischer	controlling.rw.fau.de
■ Chair of Accounting and Auditing	Prof. Dr. Henselmann	pw.rw.fau.de
■ Chair of Supply Chain Management	Prof. Dr.-Ing. Hartmann	scm.rw.fau.de
■ Chair of Corporate Management	Prof. Dr. Junge	unternehmensfuehrung.rw.fau.de
■ Chair of Insurance Marketing	Prof. Dr. Steul-Fischer	versicherungsmarketing.rw.fau.de
■ Chair of Insurance Economics and Risk Management	Prof. Dr. Gatzert	vwm.rw.fau.de
■ GfK Endowed Chair of Marketing Intelligence	Prof. Dr. Koschate-Fischer	marketing-intelligence.rw.fau.de
■ Chair of Business and Social Psychology	Prof. Dr. Moser	psychologie.rw.fau.de
■ Chair of Empirical Economics	Prof. Riphahn, Ph.D.	empiricalecon.rw.fau.de
■ Chair of Statistics and Econometrics	Prof. Dr. Dovern	statistik.rw.fau.de
■ Chair of Tax Law and Public Law	Prof. Dr. Ismer	steuerrecht.rw.fau.de
■ Chair of Labor and Regional Economics	Prof. Dr. Schnabel	arbeitsmarkt.rw.fau.de
■ Chair of Empirical Microeconomics	Prof. Dr. Stephan	emmi.rw.fau.de
■ Chair of Public Finance	Prof. Dr. Büttner	finanzwissenschaft.rw.fau.de
■ Chair of Macroeconomics	Prof. Dr. Merkl	makro.rw.fau.de
■ Chair of Economic Policy	Prof. Dr. Rincke	wipo.wiso.rw.fau.de
■ Chair of Economic Theory	Prof. Dr. Grimm	wirtschaftstheorie.rw.fau.de
■ Chair of Information Systems (Innovation and Value Creation)	Prof. Dr. Möslin/ Prof. Dr. Roth	wi1.rw.fau.de
■ Chair of IT Management	Prof. Dr. Amberg	it-management.rw.fau.de
■ Chair of Technical Information Systems	Prof. Dr. Harth	ti.rw.fau.de
■ Chair of Business Education and Human Resources Development	Prof. Dr. Wilbers	wipaed.rw.fau.de
■ Chair of Sustainability Transition Policy	Prof. Dr. Lilliestam	–
■ Professorship for Economics (Health Care Markets)	Prof. Dr. Reif	–
■ Professorship for Human Resource Management and Task Management in Technology-Oriented Companies	Prof. Dr. Widuckel	pm.rw.fau.de
■ Professorship for Economics (Industrial Organization and Energy Markets)	Prof. Dr. Zöttl	energiewirtschaft.rw.fau.de
■ Professorship for Economics	Prof. Dr. Necker	–
■ Professorship for Employment Research	Prof. Dr. Oberfichtner	betriebe.rw.fau.de
■ Assistant Professorship for Data Analytics	Prof. Dr. Kraus	data-analytics.rw.fau.de
■ Assistant Professorship for Digital Transformation	Prof. Dr. Tiefenbeck	digitaltransformation.rw.fau.de
■ Assistant Professorship for Intelligent Information Systems	Prof. Dr. Zschech	intelligentsystems.wiso.rw.fau.de
■ Assistant Professorship for Quantitative Labor Economics	Prof. Dr. Nagler	labor.rw.fau.de
■ Assistant Professorship for Energy Markets and Energy Systems Analysis	Prof. Dr. Liebensteiner	energymarkets.wiso.rw.fau.de

■ Assistant Professorship for Information Systems (Gamification)	Prof. Dr. Morschheuser	gamification.rw.fau.de
■ Assistant Professorship for Macroeconomics and Labor Market Research	Prof. Coskun, Ph.D.	macro-labor.rw.fau.de
■ Library		ub.fau.de
■ Career Service		career.rw.fau.de
■ Infothek		infothek.rw.fau.de
■ Infothek FAN (Language Courses)		sz.fau.de/person/infotheke-n/
■ International Office		ib.wiso.fau.de
■ IT Support Center Nuremberg (IZN)		rrze.fau.de
■ Examinations Office		wiso.rw.fau.de/pruefungsamt/
■ Study advice		infothek.rw.fau.de/studienberatung/

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

Office		Website
■ Chair of Global Governance	Prof. Dr. C. Moser	gg.rw.fau.de
■ Chair of Corporate Sustainability Management	Prof. Dr. Beckmann	sustainability.rw.fau.de
■ Chair of Empirical Economic Sociology	Prof. Dr. Wolbring	wirtschaftssoziologie.rw.fau.de
■ Chair of International Business, Society and Sustainability	–	awro.rw.fau.de
■ Chair of Mass Communication	Prof. Dr. Zeh	kowi.rw.fau.de
■ Chair of Quantitative Labor Economics	Prof. Fitzenberger, Ph.D.	quantitativearbeitsoekonomik.rw.fau.de
■ Chair of Sociology and Empirical Social Research	Prof. Dr. Abraham	soziologie.rw.fau.de
■ Chair of Economics and Social Policy	Prof. Dr. Wrede	sozialpolitik.rw.fau.de
■ Chair of Private Business Law	Prof. Dr. Hoffmann	precht.rw.fau.de
■ Professorship for Health Economics	Prof. Dr. Tauchmann	gesoek.rw.fau.de
■ Professorship for Business Education	Prof. Dr. Kimmelman	professur-wirtschaftspaedagogik.rw.fau.de
■ Assistant Professorship for Communication Science	Prof. Dr. Meier	kommunikationswissenschaft.rw.fau.de
■ Assistant Professorship for Computational Social Sciences	Prof. Dr. Reichelt	–
■ Communications and Marketing Office		wiso.rw.fau.de/kommunikation-und-marketing
■ Research Management and Doctoral Affairs Office		promotion.rw.fau.de
■ School Administration		fbv.rw.fau.de

► OFFICES AT AEG, FÜRTH STRASSE 248, HAUS 33

Office		Website
■ Schöller Endowed Chair for Information Systems (Digitalization in Business and Society)	Prof. Dr. Laumer	digitalisierung.rw.fau.de
■ Chair of Digital Industrial Service Systems	Prof. Dr. Matzner	is.rw.fau.de

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

Office		Website
■ Chair of Technology Management	–	tm.rw.fau.de

WISO A-Z

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

A

► ACCOMMODATION

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

🌐 www.werkswelt.de

► ACCREDITATION

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

🌐 www.qm.wiso.fau.de/qm-system/akkreditierung/

► ALUMNI ASSOCIATION

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

🌐 www.afwn.de

► APP

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

🌐 www.fau.eu/fau-app

B

► BAFÖG

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

🌐 www.bafög.de

► BROCHURES

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

🌐 www.wiso.fau.eu/medienportal/brochures/

C

► CAMPO

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

🌐 www.campo.fau.de

► CAREER DAY

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

🌐 www.career.wiso.fau.de/career-day

► CAREER SERVICE

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

🌐 www.career.wiso.fau.de

► CERTIFICATE/ FINAL ACADEMIC RECORD

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

► CHE RANKING

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

🌐 www.wiso.fau.de/che

► CONTACT PERSONS

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

🌐 www.wiso.fau.eu/contact

► COPYING

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

► COURSE CATALOG

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

🌐 www.campo.fau.de

► CULTURE AND LEISURE

Information on cultural events and things to do in Nuremberg:

🌐 www.wiso.fau.eu/studying-in-nuremberg

D

► DATA EXCHANGE USING THE FAUBOX

With the FAUbox, the Erlangen Regional Computing Center (RRZE) offers all FAU staff and students 50 gigabytes of free storage on RRZE's servers. Users can synchronize their data easily via app, desktop or web client. All FAU members need to log in with their IdM username and password. One of the main advantages of the FAUbox is that it has a higher level of security than comparable online services.

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

▶ DEAN OF STUDIES

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

E

▶ ECTS

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

▶ E-LEARNING

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

🌐 www.wiso.fau.de/e-learning

F

▶ FACEBOOK

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

📘 www.facebook.com/fau.wiso

▶ FIRST-GENERATION ACADEMICS

At WiSo, a new mentoring and support program for those who are the first to study in their families (first-generation academics) will start in the winter semester 2023/24. Interested students can write an email to: wiso-bildung-gerecht@fau.de

🌐 www.gender-und-diversity.fau.de/diversity/vernetzung/vernetzung-im-bereich-soziale-herkunft-und-bildung/

▶ FOUNDATIONS

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

🌐 www.fau.eu/foundations

▶ FUNDING FOR GIFTED STUDENTS AND SCHOLARSHIPS

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

🌐 www.stmwk.bayern.de/studenten/foerderung-und-stipendien/begabtenfoerderung.html

G

▶ GRADUATION CEREMONY

Twice a year, the School of Business, Economics and Society (WiSo) invites its graduates to a festive farewell ceremony.

🌐 www.absolventenfeier.wiso.fau.de

H

▶ HALL OF FAME

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

🌐 www.wiso.fau.eu/hall-of-fame

▶ HIWI

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

I

▶ IDM

IdM, short for ‘Identity Management’, is the central user management system at FAU, and the IdM portal is the first point of contact for managing your digital identity. Your IdM user account is used to access various web services at FAU, such as StudOn or campo. In addition, students have an overview of their user data. If students change their data during their studies, it automatically synchronizes on all other systems and websites. First semester students have to activate their user ID – which is on the information sheet on campo and their FAUcard - via the following URL:

🌐 www.idm.uni-erlangen.de

▶ IMPORTANT DATES AND RSS FEED

All important dates are available online at:

🌐 www.wiso.fau.eu/event

▶ INFOTHEK

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

🌐 www.infothek.wiso.fau.de

▶ INSTAGRAM

WiSo is also on Instagram:

📷 [@fauwiso](https://www.instagram.com/fauwiso)

▶ INSTITUTES AND CHAIRS

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

🌐 www.wiso.fau.eu/institutes-and-chairs

▶ INTERNATIONAL OFFICE

The International Office is a central point of contact for students, teaching staff and researchers for information on international mobility. The small international library (Lange

Gasse 20, Room 2.231) offers a wealth of information on studying abroad, internships, language courses, funding opportunities and intercultural learning. The team can help with any questions and concerns related to international study and mobility.

🌐 www.ib.wiso.fau.de/en

J

▶ JOBS

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

🌐 www.stellenwerk-fau.de

K

▶ KEY QUALIFICATIONS

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

🌐 www.qm.wiso.fau.de/qm-fuer-studierende/sq-modul

L

▶ LABORATORY FOR EXPERIMENTAL RESEARCH NUREMBERG (LERN)

The Laboratory for Experimental Research Nuremberg (LERN) is used by WiSo researchers for experiments in economics. The laboratory enables experiments in large groups for

analyzing the behavior of economic agents. Students of all disciplines and other interested parties can register for participation in the economic experiments. Participants receive appropriate compensation for their time. The laboratory is located at Lange Gasse 20 from Rooms 2.120 to 2.122.

 www.lern.wiso.fau.de

► LANGUAGE COURSES

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

 www.sz.fau.de/dept-fan

► LECTURE

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

► LIBRARY

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

 www.ub.fau.de/en

► LOCATIONS

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

► LINKEDIN

WiSo is also on LinkedIn:

 [@fauwiso](https://www.linkedin.com/company/fauwiso)



► MAIL

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

 <https://faumail.fau.de>

► MENSA (CAMPUS RESTAURANTS)

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

 www.werkswelt.de

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

 [@der.trichter](https://www.instagram.com/der.trichter)

► MENTORING PROGRAM FOR NEW STUDENTS

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

games and also available via e-mail from the organization team.

 www.wiso.fau.de/mentoring-program-for-new-students

► MODULES

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

► MODULE HANDBOOK

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

 www.wiso.fau.de/modulhandbuecher



► QUALITY CIRCLE

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

 www.qm.wiso.fau.de/qualitaetsentwicklung-am-fachbereich/gremien-ausschuesse/



► REGISTRATION AND LECTURE PERIODS

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

 www.fau.de/semester-dates

► RRZE IN NUREMBERG/IZN

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

 www.izn.rrze.fau.de



► SCHEDULE

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

 www.wiso.fau.de/schedule

► SCHOOL ADMINISTRATION

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

 www.fbv.wiso.fau.de

► SCHOOL OF BUSINESS, ECONOMICS AND SOCIETY

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

🌐 www.wiso.fau.eu

► SOFTWARE TRAINING

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

🌐 www.kurse.rrze.fau.de

► SPORTS

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

🌐 www.hochschulsport.fau.de

► STUDENT ADVICE AND CAREER SERVICE

The Student Advice and Career Service (IBZ) provides information on all organizational aspects of studying at FAU, such as admission requirements and application procedures. It also offers advice on changing or withdrawing from degree programs and similar topics. Contact persons and office hours:

🌐 www.wiso.fau.eu/student-advice

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

🌐 www.wiso.fau.eu/study-advice-for-specific-subjects

► STUDENT ID CARD

The FAUcard is a student ID card, a copy card, and it can also be used to pay at the cafeterias and student restaurants. You can put credit on your card using the machines in the restaurants and cafeterias and the copy shop. The FAUcard is also your library card. Students must always update their FAUcard each semester at one of the validation stations. Two validation stations are currently available at

Lange Gasse 20 on level 0 and level 1. Payment terminals are located at Lange Gasse 20, in the library, the cafeteria and in the cafeteria at Andrei Sakharov Square.

► STUDENT RECORDS OFFICE

FAU's Student Records Office is responsible for enrollment, de-registration and changing of subjects/program. It is also the first point of contact for all questions on semester registration (Rückmeldung), semester fees, and leave (Beurlaubung). The Student Records Office is based in Erlangen in Halbmondstraße 6-8, Room 0.051.

🌐 www.fau.eu/student-records-office

► STUDENT SERVICES

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

🌐 www.werkswelt.de

► STUDENT SURVEY

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

🌐 www.soziologie.wiso.fau.de/forschung/projektberichte

► STUDENTS' REPRESENTATIVES AND STUDENTS INITIATIVES

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

🌐 www.wiso.fau.eu/student-organizations

► STUDON

StudOn is FAU's platform for online learning and course management. Students can register for courses via StudOn and access or store seminar handouts, reading lists and general

information. StudOn also allows direct exchange between students and lecturers in forums, chats and Wikis. StudOn is also used for online examinations. Students can log in with their FAU user account.

🌐 www.studon.fau.de

► STUDYING ABROAD

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

🌐 www.ib.wiso.fau.de/en

► STUDY PLAN

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

► STUDY SPACES

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

🌐 www.infothek.rw.fau.de

► SWS (SEMESTER HOURS)

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





► TEACHING EVALUATION

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

🌐 www.qm.wiso.rw.fau.de/qm-berichte/lve/

► TUTORIAL

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

► TWITTER

WiSo is also on Twitter:

🐦 [@fauwiso](https://twitter.com/fauwiso)

► TUTORIALS BY STUDENTS

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



► UNIVIS

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

🌐 www.univis.fau.de



► WI-FI

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

► WISO COACH PROGRAM

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

🌐 www.career.wiso.fau.de

► WISO JOB TALKS

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

🌐 www.career.rw.fau.de/service-fuer-studierende/seminare-veranstaltungen



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

Prof. Dr. Martina Steul-Fischer is the women's representative at the Faculty of Business, Economics and Law. The Office of Women's Advancement (Lange Gasse 20, Room 5.121) can help students and academic staff with any questions and concerns relating to equality and career advancement. All information on the work of the women's representatives and funding programs for female students and academic staff is given on the website:

 www.frauenbeauftragte.rw.fau.de



► ZOOM

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



IMPORTANT DATES

► OCTOBER 2023

Sun. 01	Start of winter semester 2023/24
Mon. 16	Start of introductory events and lecture period for winter semester 2023/24
Sat. 21	Long Night of the Sciences

► NOVEMBER 2023

Wed. 01	Public holiday (no lectures)
Sat. 04	Dies academicus at FAU
Tue. 07	International Day 2023
Mon. 20	Examination registration until Sun., December 10, 2023
Tue. 21	Public holiday (no lectures)
Tue. 28	#NUElecture
Tue. 30	#NUEdialog

► DECEMBER 2023

Fri. 08	Graduation ceremony
Sun. 24	Lecture-free period until Sat., January 06, 2024

► FEBRUARY 2024

Thu. 01	Registration for summer semester 2024 until Fri., February 09, 2024
Fri. 09	End of lecture period for winter semester 2023/24

► MARCH 2024

Sun. 31	End of winter semester 2023/24
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► APRIL 2024

Mon. 01	Start of summer semester 2024
Mon. 15	Start of lecture period for summer semester 2024

► MAY 2024

Wed. 01	Public holiday (no lectures)
Thu. 09	Public holiday (no lectures)
Mon. 20	Public holiday (no lectures)
Thu. 30	Public holiday (no lectures)

► JUNE 2024

Tue. 18	Career Day 2024 with career lounges and networking event
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► JULY 2024

Mon. 01	Registration for winter semester 2024/25 until Mon., July 08, 2024
Fri. 19	End of lecture period for summer semester 2024

► SEPTEMBER 2024

Mon. 30	End of summer semester 2024
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LEGAL

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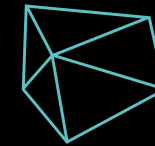
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