

# Modulhandbuch



Online Programme

**MBA**

**International Logistics and Trade**

Current state: 13.01.2025



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## PM 1.1 Systemic Thinking for a Changing World

Module Responsibility	Dr. Lars Stemmler
Contents	<p>In a world of constant change, individuals, organisations and societies typically try to adapt to emerging situations, or they even attempt to shape those in the first place. The guiding question of “how does the current socio-economic system reveals itself to us” is explored by means of enticing group exercises, challenging and unexpected formats as well as classic excursions.</p> <p>In this workshop participants are encouraged to establish new perspectives on our socio-economic system from historical, psychological and artistic points of view that counterbalance or complement established positions informed mostly by rationality and competitiveness. This workshop held in the first semester, fresh perceptions might help the students to put the remainder of the study course into a context.</p>
Objectives	<ul style="list-style-type: none"> <li>▪ Develop an understanding of systemic thinking and for options for multiple perspectives on a multi-polar world.</li> <li>▪ Explore offers to sharpen individuals’ empathic competencies as a basis for individual and organizational learning</li> <li>▪ Identify parameters of global development and apply the concept of systemic thinking to it</li> <li>▪ Build a context for individual learning objectives and be able to review the latter within the scope of the former.</li> </ul>
Language	English
Format	<p>Workshop</p> <ul style="list-style-type: none"> <li>▪ with face-to-face events</li> <li>▪ excursion</li> <li>▪ Individual support</li> </ul>
Prerequisites	None
Application	Obligatory module
Examination	Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 24 hours contact time,</li> <li>▪ 126 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 semester
Literature	<p>Baldwin, R. (2006): Globalisation: The great unbundling(s). Prime Minister’s Office/Economic Council of Finland. A contribution to the Project “Globalisation Challenges for Europe and Finland”. <a href="http://www.eu2006.fi">www.eu2006.fi</a></p> <p>Göpel, M. (2016): The Great Mindshift</p> <p>Polanyi, K. (1944): The Great Transformation</p> <p>Will be announced at the beginning of each semester.</p>

## PM 1.2 International Economics

Module Responsibility	Dipl.-Vw. Dr. Hans-Joachim Schramm (WU Wien)
Contents	This Module introduces non-economists into the thinking of economics and the prevailing models of the subject dedicated to international trade policy and logistics.
Objectives	<ul style="list-style-type: none"> <li>▪ Develop an understanding of how economics can contribute towards explaining and addressing today's global challenges</li> <li>▪ Build a toolbox of general economics</li> <li>▪ Apply principles of international economics to the competitive situation of the own organisation in a global context.</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by- chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 Semester
Literature	<p>Krugman, P.R., Melitz M.J.,Obstfeld, M. (2018) International trade : theory &amp; policy, Pearson ISBN: 9780134519555</p> <p>Heydon, K. (2016) The Ashgate Research Companion to International Trade Policy. Routledge DOI: 10.4324/9781315613086</p> <p>Suranovic, S. (2012) International Economics: Theory and Policy. Saylor Foundation.  <a href="https://open.umn.edu/opentextbooks/textbooks/international-economics-theory-and-policy">https://open.umn.edu/opentextbooks/textbooks/international-economics-theory-and-policy</a></p>

## PM 1.3 International General and Strategic Management

Module Responsibility	Prof. Dr. math. Gunnar Prause / Prof. Dr. Mike Wahl
Contents	This Module introduces students with a background in non-business-related subjects to the concepts and interpretations of business administration and the role of the subject in the context of global economic development.
Objectives	<ul style="list-style-type: none"> <li>▪ Develop an understanding of how business management can contribute towards explaining and addressing today's global challenges</li> <li>▪ Build a toolbox of general business management skills</li> <li>▪ Review the strategy of the own organisation considering the addressed global challenges</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 semester
Literature	<p>Hilb, M. (2016). New corporate governance: Successful board management tools (5th ed.). Berlin: Springer.</p> <p>Rüegg-Stürm, J., &amp; Grand, S. (2015). Das St. Galler Management-Modell (2. Ausg.). Bern: Haupt Verlag.</p> <p>Wheelen, T. L., Hunger, J. D., Hoffman, A. N., &amp; Bamford, C. E. (2017). Strategic management and business policy: Globalization, innovation and sustainability (15th ed.). Harlow, United Kingdom: Pearson Education Limited.</p>

## PM 1.4 International Supply Chain Management

Module Responsibility	Dr. Lars Stemmler
Contents	<p>Today's globalization is a result of the divergence first of production and consumption on local and regional level, and second of the subsequent divergence of production itself into global supply chain networks.</p> <p>Reductions in costs for transport and information exchange lead to fragmented global value-chains. Global value chains contributed towards economic prosperity in developed and in developing countries</p>
Objectives	<ul style="list-style-type: none"> <li>▪ Understand components and mechanics of international supply chains</li> <li>▪ Develop an understanding about different supply chain-needs for different products</li> <li>▪ Understand a supply chain as a management tool to manage global value chains</li> <li>▪ Apply concept of SCM to simple collaboration challenges along supply chains of own organisation</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by- chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 semester
Literature	<p>Christopher, M. (2016): Logistics &amp; Supply Chain Management. (5th ed.). New York. Pearson.</p> <p>Dong-Wook, S., &amp; Panaydes, P. M. (2015). Maritime Logistics: A guide to contemporary shipping and port management. (2nd ed.). KoganPage.</p> <p>Stopford, M. (2009). Maritime Economics (3rd ed.). New York: Routledge.</p>

## PM 2.1 Data Analytics and Statistics in Information Systems

Module Responsibility	Tushar Sharma, MBA
Contents	<p>Data and data analytics are the "new" gold of business. The Module will clarify the myths and realities of this claim. The decreasing costs of information processing, which we call digitization, offer new approaches to commercial developments and challenge traditional business models.</p> <p>The Module identifies tools and model for data analytics and addresses the question how and in what form information technology helps to create and maintain competitive advantages. Increasing uncertainty in business also requires an in-depth analysis of risk.</p> <p>This module will touch on qualitative and quantitative risk-management techniques and their application in commercial environments.</p>
Objectives	<ul style="list-style-type: none"> <li>▪ Raise awareness for the need of data processing and analytics capabilities in business as a competitive advantage</li> <li>▪ Developed an overview on data analytics methods and concepts</li> <li>▪ Apply simple tools to analytical problems in business</li> <li>▪ Introduce into risk management</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter- by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Summer semester
Duration	1 semester
Literature	Foster Provost, Tom Fawcett (2013): Data Science for Business (For business case examples in Data Analytics as a whole)

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James R. Evans (2016): Business Analytics (English) (For Decision Analysis and Monte Carlo Simulation), Pearson  
Edward Tufte (2006): Beautiful Evidence (For data visualization Books)

Links:

<https://informationisbeautiful.net/>

<https://flowingdata.com/>

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## PM 2.2 International Contract and Trade Law

Module Responsibility	Prof. Dr. jur. habil. Hans-Joachim Schramm
Contents	Global trade need accepted trade agreements, contracts and international law as basis. The module will focus on the issues of international contracts on the one hand, and of the other on the present trade law, which applies for international trade business.
Objectives	<ul style="list-style-type: none"> <li>▪ Develop a knowledge basis on international contracts in logistic business</li> <li>▪ Review the standards and principles of international trade law</li> <li>▪ Apply the INCOTERMS on typical trading situations in global commerce</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	6
Credits	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Frequency	Summer semester
Duration	1 semester
Literature	<p>Shaw, M. (2017). International Law. Cambridge: Cambridge University Press. <a href="https://doi.org/10.1017/9781316979815">https://doi.org/10.1017/9781316979815</a></p> <p>David, P. (2018). International Logistics, Berera OH: Cicerco Books.</p> <p>ISBN-13: 978-0-9894906-4-1</p> <p><a href="https://cicerobooks.com/product/international-logistics-5e-print/">https://cicerobooks.com/product/international-logistics-5e-print/</a></p> <p>Hooydonk, E.V. (2018) International Encyclopaedia of Laws: Transport Law, WoltersKluwer.</p> <p><a href="https://lrus.wolterskluwer.com/store/product/international-encyclopaedia-of-laws-transport-law/000000000010057178">https://lrus.wolterskluwer.com/store/product/international-encyclopaedia-of-laws-transport-law/000000000010057178</a></p>

## PM 2.3 Transition and Change Management

Module Responsibility	Christine Freilinger, M.A.
Contents	<p>Future business models need to incorporate the human role in global development. In times of global uncertainty prospective leaders in organisations need a distinctive skill set that goes beyond traditional lines of business thinking.</p> <p>The recipes of traditional business no longer work reliably. New competencies need to cover interdisciplinary, entrepreneurial and strategic thinking as well as strong organizational and personal development skills to address today's corporate challenges.</p>
Objectives	<ul style="list-style-type: none"> <li>▪ Development of an understanding for the need to change, both on individual as well as corporate (and national) level</li> <li>▪ Introduction to theories and basics of change, change management and innovation, such as spiral dynamics, Theory U, Design Thinking, SCRUM and the like</li> <li>▪ Development of an individual tool box for mastering change and innovation processes</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Summer semester
Duration	1 semester
Literature	<p>Kotter, John P. (2012): "Leading Change", Harvard Business Review Press, Harvard.</p> <p>Design Thinking, Scrum:</p> <p>Curedale, Robert (2019): "Design Thinking Process and Methods", 5th Edition, Design Community College Press, CA.</p>

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Sutherland, Jeff (2015): "SCRUM – The Art of Doing Twice the Work in Half the Time", Random House Business Books, London.

Spiral Dynamics:

Beck, Don; Cowan, Christopher (2005): "Spiral Dynamics: Mastering Values, Leadership, and Change", Wiley/Blackwell.

Theory U:

Scharmer, C. Otto (2008): "Theory U: Leading from the Future as It Emerges", Berrett-Koehler Publishers, Oakland, CA.

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## PM 2.4 Port Organisation and Management

Module Responsibility	Prof. Dr. Sönke Reise / Dipl.-Verwaltungswirt (M. A. Public Mgt.) Uwe Will
Contents	This module aims on the general understanding of ports. Different categories and functions of ports will be discussed in a historical and present context.  Port Organisation will be presented as effective issue for port success. Port Management aims to cover all different types of businesses in ports with their roles and functions. Port Authorities and their role as supplier of port infrastructure. Possibilities for financing port infrastructures.
Objectives	<ul style="list-style-type: none"> <li>▪ Develop an understanding of the international port business</li> <li>▪ Reflect the role of ports in global supply chains</li> <li>▪ Formulate an effective organisational port model for a simple port development case</li> </ul>
Language	English
Format	Asynchronous online study using an online module with chapter-by- chapter test questions and other interactive elements  Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)  Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	150 hours <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Summer semester
Duration	1 Semester
Literature	Alderton, Patrick (latest edition 2012): Port Management and Operations, Informa Law, London  Branch, Edward (latest edition 2014): Elements of Shipping, Taylor & Francis  Burns, Maria (2015): Port Management and Operations, Taylor & Francis

## PM 3.1 Academic Research and Writing

Module Responsibility	Prof. Dr. rer. pol. Christian Decker
Contents	<p>The module is designed to prepare students for their master thesis projects. Students will develop and present an exposé of their planned research projects. Peer discussion and feedback will form an essential part of the module. Topics to be touched upon are inter alia:</p> <ul style="list-style-type: none"> <li>▪ Foundations of academic research</li> <li>▪ Academic principles</li> <li>▪ Research logic</li> <li>▪ Research process</li> <li>▪ Sourcing of information</li> <li>▪ Elements of a research paper</li> <li>▪ Identification and interpretation of a topic</li> <li>▪ Structuring technique</li> <li>▪ Referencing</li> <li>▪ Academic language and writing style</li> <li>▪ Argumentation</li> </ul>
Objectives	Students are able to deduce, document and present a proposed explanation for a research question based upon the techniques and principles of academic research and writing in order to derive an answer for an identified research problem.
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by- chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 semester
Literature	Bryman, A., Bell, E.: Business Research Methods, Oxford University Press, Oxford.

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Decker, C., Werner, R.: Academic research and writing: A concise introduction, iCADEMICUS.

Macgilchrist, Felicitas: Academic Writing, UTB, Stuttgart.

Ramsay, Paul, Maier, Pat, Price, Gerlinde: Study Skills for Business & Management Students, Pearson, Harlow et al.

Saunders, M. N. K., Lewis, P., Thornhill, A.: Research Methods for Business Students, Pearson, Harlow et al.

Turabian, Kate, L. et al: A Manual for Writers of Research Papers, Theses, and Dissertations, Chicago Style for Students and Researchers, The University of Chicago Press, Chicago.

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## PM 3.2 Trade Finance

Module Responsibility	Prof. Dr. rer. pol. Christian Decker
Contents	<p>Global trade, logistics and finance are highly interrelated. Without availability of finance, there would be no trade, and - as a consequence - no need for logistics. This module introduces to concepts and tools of trade finance. It highlights the need for funding in global trade and demonstrates the sources and uses of finance in the context of supply chains.</p> <ul style="list-style-type: none"> <li>▪ Manifestations of international trade</li> <li>▪ Risks in international trade</li> <li>▪ Country risk</li> <li>▪ Foreign exchange risk</li> <li>▪ International credit risk</li> <li>▪ Terms of trade and terms of payment</li> <li>▪ Short-term trade finance</li> <li>▪ Medium-term and long-term trade finance</li> <li>▪ Structured trade finance</li> <li>▪ Project, asset and leveraged finance</li> </ul>
Objectives	<p>Students are able to analyse financial implications of trade activities based upon the theories, models and techniques of international corporate financial management in order to evaluate and/or create financial solutions, by inter alia ...</p> <ul style="list-style-type: none"> <li>▪ Developing an understanding for the role of finance in trade and logistics</li> <li>▪ Identifying financing risks in global supply chains</li> <li>▪ Explaining concepts to mitigate those risks and to provide financing for trading partners</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter-by- chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester

Duration	1 semester
Literature	<p>Bekaert, Geert; Hodrick, Robert: International Financial Management, Cambridge University Press.</p> <p>Jones, Stephen A.: Trade and Receivables Finance: A Practical Guide to Risk Evaluation and Structuring, Palgrave Macmillan.</p> <p>Grath, Anders: The Handbook of International Trade and Finance. The complete guide for international sales, finance, shipping and administration, Kogan Page.</p> <p>Madura, Jeff, Fox, Roland: International Financial Management, Cengage Learning.</p> <p>Malaket, Alexander, R.: Financing Trade and International Supply Chains: Commerce across Borders, Finance across Frontiers, Gower Publishing.</p> <p>Robin, Ashok: International Corporate Finance, Mcgraw-Hill Higher Education.</p>



## PM 3.3 Public Relations and Stakeholder Management

Module Responsibility	Dr. Anke Schäfer
Contents	The representation of an organisation towards all its stakeholders contributes vastly to its commercial success. This module highlights the importance of appropriate public relations activities and stakeholder management. The students will experience of how to communicate the mission and vision of the company as well as to convince the stakeholders about the organisational strategy.
Objectives	<ul style="list-style-type: none"> <li>▪ Understand the perspectives of all kind of stakeholders</li> <li>▪ Identify the role and importance of PR</li> <li>▪ Formulate effective PR-strategies to address stakeholders' requirements</li> <li>▪ Use extensively social media to support PR-strategies</li> <li>▪ Review the communications strategy of the own organisation and recommend changes</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter- by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 semester
Literature	To be named

## PM 3.4 Green Shipping and Sustainable Logistics

Module Responsibility	Dr. Lars Stemmler
Contents	Global warming will dominate economic, social and security politics for years to come. It will provide a framework for businesses to operate in which carries both advantages and disadvantages. But limiting climate politics to just limiting greenhouse gas emissions is too simple an approach as we already live in an anthropogenic era. As such, this Module will address the implications of the "planetary boundaries" and their impact on business models.
Objectives	<ul style="list-style-type: none"> <li>▪ Review of the environmental impact of global supply chains</li> <li>▪ Introduction to resource economics</li> <li>▪ Environmental management as a source of competitive advantage</li> <li>▪ Green business models in maritime logistics</li> </ul>
Language	English
Format	<p>Asynchronous online study using an online module with chapter- by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Prerequisites	None
Application	Obligatory module
Examination	120 min exam or Alternative examination
Work Estimate	<p>150 hours</p> <ul style="list-style-type: none"> <li>▪ 4 hours contact time,</li> <li>▪ 146 hours Self study</li> </ul>
Credits	6
Frequency	Winter semester
Duration	1 semester
Literature	<p>Göpel, M. (2016): The Great Mindshift</p> <p>Jackson, T. (2009): Prosperity without Growth - Economics for a Finite Planet. Earthscan</p> <p>Victor, P. A. (2008): Managing without growth: slower by design, not disaster. Cheltenham, Elgar</p> <p>Perman, R./ Ma, Y./McGilvray, J./Common, M.: Natural Resource and Environmental Economics, 3rd edition, Pearson 2003</p>

## PM 4 Master Thesis + Colloquium

Module Responsibility	All lecturers of the MBA distance learning programme International Logistics and Trade, depending on the respective content of the Master thesis
Contents	Depending on the selected topic
Objectives	The students are able to apply the methods of scientific work; to independently work on a business problem from the field of international logistics and trade with scientific methods and on the basis of scientific theories and to present the results appropriately.
Language	English or German
Format	Prepare a written thesis and presentation with subsequent discussion
Prerequisites	<ul style="list-style-type: none"> <li>▪ Registration of the thesis: 54 CR</li> <li>▪ Invitation to colloquium: 72 CR</li> </ul>
Application	Obligatory module
Examination	Master thesis and colloquium
Work Estimate	450 hours
Credits	18
Frequency	continuously
Duration	20 weeks
Literature	The literature required for the preparation of a Master thesis must be researched and procured by the students themselves. In doing so, attention should be paid to appropriateness, relevance and topicality as well as to a sufficient range in order to ensure comparability and representativeness. Further, supplementary literature may be consulted for the colloquium.