

IN-EAST Exchange Program

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Social and Economic Science International Program
(SESIP)

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Module Guide

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Winter Term 2021/22

Economics

AEAS 2117 Economic and Business Issues of Korea			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Diana Schüler	4	E-Learning: Seminar and project study	Seminar paper and presentation
Course content			
<p>Upon completion, students will understand the role of the Korean state for major segments of the Korean economy and of business. They are able to analyze a specific area of economic policy on the background of relevant economic theories, and they are able to develop and present their insights based on the needs of various formats.</p> <p><u>Topics:</u> History of South Korean Economic Development, Economy between the State and Chaebols, Youth Unemployment, Financial Market, Innovation, Demographic Change, Asian Financial Crisis, Trade Relations, FDI, North Korean Economic System, Scenarios of a possible Korean Reunification</p>			

Applied Microeconomics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Markus Taube	2	Hybrid (online and on-site teaching)	Written exam
Course content			
<p>After successful completion, students will be able to understand and analyze fundamental organizational principles of economic interaction, conduct game theoretical analyses of economic cases, and evaluate the design of specific institutional arrangements for economic interaction.</p>			

Behavioral Economics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Lilia Zhurakhovska	2	On-site teaching	Written exam
Course content			
<p>This course is meant to introduce students to the standard tools and concepts of Experimental and Behavioral Economics. Furthermore, students are introduced to several topics including risk, uncertainty, biases as well as nudges. After participating successfully, students can understand and analyze standard experiments and apply fundamental concepts to adapt or create an experimental design answering a modified or newly created (research) question.</p>			

DA 2 East Asia in Economic Science			
Part 1 – The Development Issues of the Economies of East Asia			
Part 2 – Contemporary Challenges of the Economies of East Asia			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Markus Taube, Ph.D. Nobuya Fukugawa, Dr. Diana Schüler	4	Online	Three essays
Course content			
<p>The module provides a basic overview of important issues of the economic development as well as contemporary economics issues of China, Japan, and Korea. Connections will be drawn to theoretical approaches explaining economic phenomena and to approaches explicitly developed for the East Asian context. A comparative view and transnational phenomena are considered where appropriate.</p> <p>The module can only be taken as a whole. Splitting of the module in any way is not possible.</p>			

DA 3 Transnational Perspectives on East Asia – Transnational Relations of East Asia			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Markus Taube Ms. Ling Fang, Master of Agricommerce	2	Hybrid (online and on-site teaching)	Written exam and / or term paper
Course content			
<p>The proliferation of both multilateral and bilateral trade and investment agreements as well as regional production networks has been one of the most important recent trends in East Asia's transnational relations. To better understand transnational economic relations in East Asia, this course will introduce economic theories on trade and regional economic integration, will analyze the cost and benefit of various types of trade policies, and will explain the political economy of the relevant government policies.</p> <p>For DA 3 Contemporary History of East Asia, please refer to the social science courses in the winter term. You need to register for both parts of the DA 3 module!</p>			

Econometrics (Master)			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Lilia Zhurakhovska	4	On-site teaching	Written exam
Course content			
<p>After successful completion, students will be able to understand simple empirical analyses from the literature and conduct simple econometric analyses using the statistical software Stata. They will gain insight into the assumptions of regression analysis and interpret the results meaningfully.</p>			

Empirical Research in International Economics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Jens Wrona, M. Sc. Christian Kleinertz	2	On-site teaching	Term paper
Course content			
<p>This course covers the empirical analysis of bilateral flow data (e.g. trade or migration flows) based on the “gravity model” from international economics. In class we will cover the theoretical derivation of the gravity model for (international) trade and migration, the theory-consistent empirical implementation of the gravity model, and how the gravity equation can be used to recover structural model parameters from trade and migration data. Students will be given the opportunity to apply their newly acquired knowledge when practically working on their own empirical project.</p>			

Game Theory and its Applications			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Ph.D. Eugen Kovac	2	On-site teaching, block seminar	Written exam
Course content			
<p>After successful participation, students will be able to understand the concepts of game theory and apply them to complex and realistic cases.</p>			

International Financial Accounting			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. rer. pol. Annette Köhler, Christina Kowalski, M.Sc.	2	On-site teaching, block seminar	Written exam
Course content			
Students will get a competent knowledge of preparing financial statements in accordance to International Financial Reporting Standards (IFRS) and learn essential differences between IFRS and IFRS for small and medium-sized enterprises.			

Marketing I – Marketing Information and Strategy			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Andreas Klein	2	Online, block seminar	Written exam
Course content			
This course covers marketing decisions in product policy, pricing policy and distribution policy. Further discussions include communication policy, consumer behavior and decision-marketing. Students will get to know the market research process and strategic marketing matters, as well the 4Ps from a European perspective.			

Marketing II – Marketing Operations and International Marketing			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Andreas Klein	2	Online, block seminar	Written exam
Course content			
This course discusses the implementation of marketing decisions, focusing on different policies about managing markets, before taking an international look on marketing from a European perspective, that is, the coordination of country markets.			

Social Sciences

AEAS 1116 Institutions in Japanese Politics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Axel Klein	3	On-site teaching	Term paper, presentation
Course content			
<p>This module on Japanese politics continues and builds upon the corresponding AEAS-module of the summer term by looking at major aspects of Japanese politics and going into details of a selected number of crucial institutions of the Japanese political system.</p>			

DA 1 East Asia in Political Science			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Axel Klein, PhD. Giulia Romano, Prof. Dr. Hannes Mosler, Prof. Dr. Dr. Nele Noesselt	2	Hybrid (online and on-site teaching)	Written exam
Course content			
<p>The two DA 1 courses will introduce students to examples of how East Asia (or an individual country of the region) is dealt with and used as an object of academic investigation in sociology and political science. The goal is to strengthen students' understanding of both the disciplines and the socio-political aspects of the region.</p> <p>You need to register for both parts of the DA 1 module!</p>			

DA 1 East Asia in Sociology			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Hannes Mosler, Prof. Dr. Florian Coulmas, Prof. Tao Liu	2	Online	Written exam
Course content			
<p>The two DA 1 courses will introduce students to examples of how East Asia (or an individual country of the region) is dealt with and used as an object of academic investigation in sociology and political science. The goal is to strengthen students' understanding of both the disciplines and the socio-political aspects of the region.</p> <p>You need to register for both parts of the DA 1 module!</p>			

DA 3 Transnational Perspectives on East Asia – Contemporary History of East Asia			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Flemming Christiansen	2	On-site teaching	Written exam
Course content			
<p>The course a cross-regional context for understanding the East Asian region since the post-WWII settlement. The aim is to understand the historical trajectories that shaped the region and its constituent parts. The lecture addresses the legacy of regional divisions and conflicts during the Cold War, the Chinese transition economy, the emergence of the “post-Communist” world order, as well as dynamics promoting and/or counteracting regional integration.</p> <p>You need to register for both parts of the DA 3 module!</p>			

Summer Term 2022

Economics

Advanced Industrial Organization			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Ph.D. Eugen Kovac	2	N/A	Written examination
Course content			
<p>After successful completion, students will be able to understand advanced concepts of industrial organization models. They will be able to transfer their knowledge onto more complex and realistic cases.</p> <p>Topics include oligopoly theory (static models with homogeneous goods and types of product differentiation) as well as two-sided platforms, innovation and R&D.</p>			

AEAS 2205 China Management Cases			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Markus Taube, M.A. Shixu Zeng	2	N/A	Presentation and term paper
Course content			
<p>The central objective of this course is to understand the key aspects of management strategy that helps firm gain and sustain competitive advantage. We focus on the case of China where the business environment is characterized by both uncertainty and complexity. By using up-to-date examples, we will examine how single business and multi-business firms succeed through the careful selection of business and corporate strategies.</p> <p>The module consists of two parts: “China Management Cases” and “Economic Studies on China”.</p>			

AEAS 2205 Economic Studies on China			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Markus Taube	2	N/A	Presentation and term paper
Course content			
<p>Students will have an advanced understanding of the structural characteristics as well as drivers of economic development in China and its integration into the global economic system. They learn to apply complex, non-standard theories to economic phenomena in China and discuss issues pertaining to current economic developments in China on an advanced level.</p> <p>The module consists of two parts: “China Management Cases” and “Economic Studies on China”.</p>			

AEAS 2207 Japan’s Role in Global and Regional Economic Relations			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Martin Schulz, M.A. Mihaela Suhalitca	2	N/A	Written examination and presentation
Course content			
<p>Students will become acquainted to the dynamic global and regional economic relations of Japan. They will be introduced to the key role of Japanese business and international economic policy in shaping the production and other business networks of the Asia-Pacific region, including integration through inter-governmental forms like APEC and ASEAN+. Students will learn about options for cooperation with Japanese enterprises, in Japan itself, in third countries like South-East Asia, and in a home market like Germany.</p>			

Econometrics (Master)			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Marie Elina Paul	2	N/A	Written exam
Course content			
<p>After successful completion, students will be able to understand simple empirical analyses from the literature and conduct simple econometric analyses using the statistical software Stata. They will gain insight into the assumptions of regression analysis and interpret the results meaningfully.</p>			

Inspiring Entrepreneurship – Encounter of Economy, Culture, and Politics in Global Business Context			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Ibrahim Öztürk	2	N/A	Written examination and presentation
Course content			
<p>This course aims to inspire new business ideas in the newly emerging and dynamically changing global context. The students are guided toward finding out their capabilities of doing business in the future. They learn how to handle uncertainties and changes in the global business environment and conduct business in 'other' cultural contexts such as newly emerging markets, BRICS/MINT. The course is based on selected case studies from different countries, from several globally expanding sectors such as IT, retail-chains, and pharmacy.</p>			

Marketing I – Marketing Information and Strategy			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Andreas Klein	2	N/A, probably block seminar	Written exam
Course content			
<p>This course covers marketing decisions in product policy, pricing policy and distribution policy. Further discussions include communication policy, consumer behavior and decision-marketing. Students will get to know the market research process and strategic marketing matters, as well the 4Ps from a European perspective.</p>			

Marketing II – Marketing Operations and International Marketing			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Andreas Klein	2	N/A, probably block seminar	Written exam
Course content			
<p>This course discusses the implementation of marketing decisions, focusing on different policies about managing markets, before taking an international look on marketing from a European perspective, that is, the coordination of country markets.</p>			

Topics in International Economics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Tobias Seidel	2	N/A, block seminar	Term paper
Course content			
<p>This course discusses selected milestones in international trade literature. The goal is to make students familiar with scientific publications and critically discuss them. Basic concepts necessary to understand influential academic papers will be introduced. Topics include the workhorse models of international trade (Ricardian theory, new trade theory) as well as models of international trade and income distribution (Specific factors, factor endowments and trade).</p>			

Topics in Labor Economics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Marie Elina Paul	2	N/A	Written exam
Course content			
<p>Wages, employment, and education are key aspects for wellbeing of most individuals and labor market policy is an important part of economic policy. This course deals with the economic analysis of labor markets, covering topics like labor supply, labor demand, investment into human capital, minimum wages, unemployment, health consequences and discrimination. Students become acquainted with standard tools for labor economics and they see how they are applied to real world problems.</p>			

AEAS 1215 The Political System of Japan			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Axel Klein	3	N/A	Presentation and term paper
Course content			
<p>After a brief historical overview starting in the post WWII area, students will be introduced to key approaches to and elements of the political system. Loosely following the policy cycle model (Almond, Powell et al. 2000), participants will learn about and discuss political recruitment and socialization, political communication (incl. mass media and NSM), interest articulation (incl. elections) and aggregation (incl. political parties), policy making, implementation and adjudication</p>			

Asian Rising Powers in International Cooperation and Development – Chances for the 2030 Agenda			
Lecturer	Hours per week (SWS)	Course format	Examination
PD Dr. Dr. Ariel Hernandez	2	N/A	Written exam
Course content			
<p>Several developing countries with emerging economies transitioned from being recipients of international aid to lenders and donors. Many of them are currently developing their global development strategy to provide financial and technical assistance to other countries (e.g. the Philippines or China's Belt and Road Initiative). Upon completion of the course, students are expected to have developed strong research skills as well as a comprehensive knowledge of the international development policies of selected countries.</p>			

Einführung in das politische System Chinas (Introduction to China's Political System)			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Dr. Nele Noesselt, PhD Giulia Romano	2	N/A	Presentation and written exam
Course content			
<p>The course starts with a brief historical overview to understand the origin of the Chinese political system and its communist characteristics, introducing several theoretical approaches. Afterwards, current issues of Chinese politics will be discussed. Upon completion of the course, students will be equipped with knowledge about basic principles of China's political system and relevant analytical tools to conduct one's own research.</p> <p>The course is taught in German and English.</p>			

Einführung in die Gesellschaft Chinas (Introduction to Chinese Society)			
Lecturer	Hours per week (SWS)	Course format	Examination
Ms. Julia Aristova	2	N/A	Term paper
Course content			
<p>Chinese society is variously perceived as deeply traditional, as undergoing rapid change, as repressed, and as radically avant-garde. These conflicting views reflect important, long-term processes of change that we will explore in this course. We will address the continuities and changes of Chinese society, in areas such as family and kinship, work, urbanization, gender and lifestyles. Students will grasp the notion of basic sociological concepts, gain factual knowledge about the Chinese society, and attain the capability to explain social phenomenon specific to China.</p>			

Entwicklungsprobleme und Nord-Süd-Beziehungen (Development Problems and North-South Relations)			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. rer. pol. Christian Scheper	2	N/A	Presentation
Course content			
<p>Upon completion of the course, students will be able to grasp central concepts of development research, its relevance and limitations in various fields of politics, and to critically discuss current development issues.</p> <p>The course is taught in German.</p>			

Institutions and Organizations in Japan			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. PhD Karen Shire, Dr. Aimi Muranaka	2	N/A	Term paper
Course content			
<p>Students will develop advanced knowledge of contemporary institutional changes in Japanese society, especially in relation to rapid aging, rising social inequality, changes in gender relations and the effects of globalization on the development of regional identities.</p> <p>This module consists of two parts: "Institutions and Organizations in Japan" and "Research on Japanese Social Institutional Change".</p>			

Introduction of North Korean Politics			
Lecturer	Hours per week (SWS)	Course format	Examination
Ms. Hee Kyoung Chang	2	N/A	Term paper
Course content			
<p>This course is a comprehensive introduction to the study of politics in North Korea. It is designed to familiarize students of all social sciences with the historical background of North Korea, characteristics of the North Korean political system and current issues with nuclear programs and economic development strategy.</p>			

Korean Society and Politics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Hannes Mosler	2	N/A	Term paper
Course content			
<p>This course is designed to enable students to critically reflect on the developments of ideas and practices of democracy in South Korea to acquire thorough knowledge on historical developments that are crucial to the understanding of political and social phenomena in this country and at large. By investigating major developments, questions and manifestations of South Korea's democracy, students will engage in formulating and discussing critical, balanced, and comparative perspectives.</p> <p>This module consists of two parts: "Korean Society and Politics" and "Project Study: Topical Issues of Politics and Society in Korea".</p>			

Political Culture and State-Society Interactions			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Dr. Nele Noesselt	2	N/A	Presentation and term paper
Course content			
<p>This seminar examines recent developments in state-society relations in both rural and urban areas. The focus lies on change and continuity of models of interactions and the party-state's reform policies with regard to regional disparities and rising socio-economic tensions inside the Chinese society. Based on several case studies, this seminar analyses online and offline protests as well as their implications for Chinese politics; new modes of civil society self-organization and the role of the party-state in coordinating and solving local conflicts.</p> <p>This module consists of two parts: "Political Culture and State-Society Interactions" and "Project Study: Core Issues of Chinese Politics".</p>			

Project Study: Core Issues of Chinese Politics			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Dr. Nele Noesselt	2	N/A	Project
Course content			
<p>Part 2 of the module “Political Culture and State-Society Interactions”.</p> <p>This part of the seminar will focus on the application of theories and methods. It will include policy simulations and focus on the training of students’ analytical skills.</p>			

Project Study: Topical Issues of Politics and Society in Korea			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. Dr. Hannes Mosler	1	N/A	Project
Course content			
<p>Part 2 of the module “Korean Society and Politics”.</p> <p>Based on the subject matter learned in class students will develop and discuss with peers a project for a written assignment.</p>			

Project Study: Topical Issues of the Chinese Society			
Lecturer	Hours per week (SWS)	Course format	Examination
N/A	1	N/A	Project
Course content			
<p>Part 2 of the module “The Chinese Society”.</p> <p>The project study emphasizes critically applying what is learnt in the seminar to contemporary issues in structured group discussions and case studies. Participants will be invited to discuss social issues in China in a debate format. The course aims at deeper understanding of the processes the Chinese society is undergoing in recent times.</p>			

Research on Japanese Social Institutional Change			
Lecturer	Hours per week (SWS)	Course format	Examination
Prof. PhD Karen Shire, Dr. Aimi Muranaka	2	N/A	Term paper
Course content			
<p>Major data sources for analyzing population shifts, value changes, social stratification and the internationalization of Japanese social relations will be introduced to aid students in the development of a research paper on one dimension of contemporary social institutional change in Japan.</p> <p>This module consists of two parts: “Institutions and Organizations in Japan” and “Research on Japanese Social Institutional Change”.</p>			

The Chinese Society			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Connor Malloy	2	N/A	Presentation and term paper
Course content			
<p>This seminar will introduce students to key themes and developments relating to Chinese society over the last century. The focus is on grasping the nuances of dominant social processes in Chinese society and uncovering the institutional arrangements and transformations that underpin them. The course material includes renowned scholarly works, but students will also examine other types of media, such as art and film.</p> <p>This module consists of two parts: “The Chinese Society” and “Project Study: Topical Issues of the Chinese Society”.</p>			

The Global Knowledge Economy and African Workers in it			
Lecturer	Hours per week (SWS)	Course format	Examination
M.A. Elvis Melia	2	N/A	Term paper
Course content			
<p>This seminar discusses the prospects for African workers in an era of rapid global change. Historically, crucial factors for economies and labor markets have been countries’ factor endowments. Today, the biggest factor is arguably the unfolding technological revolution. This seminar will bring these old and new factors together to ask what African governments can do to initiate sustainable and inclusive growth that lifts African workers into the global knowledge economy.</p>			

German Literature

Einführung in die Literaturwissenschaft			
Lecturer	Hours per week (SWS)	Course format	Examination
Dr. Dirk Haferkamp	2	N/A	N/A
Course content			
<p>Dieses literaturwissenschaftliche Grundlagenseminar richtet sich an internationale Studierende des Bereichs In-East, die in der Germanistik Veranstaltungen besuchen und Leistungs-Credits erwerben möchten. Anhand exemplarisch-kanonischer und aktuell-zeitgenössischer Texte lernen wir die analytisch-interpretative Arbeit mit literarischen Texten kennen und beschäftigen uns aus literarhistorischer Perspektive mit der Entwicklung der deutschen Literatur vom Barock bis zur Gegenwart. So erhalten wir ein methodisches Instrumentarium, das uns befähigt, wissenschaftlich fundierte Aussagen über literarische Texte zu treffen und diese in ihren literaturgeschichtlichen Zusammenhang einzuordnen.</p> <p>Für erste Überblicke kann empfohlen werden: Rothmann, Kurt: Kleine Geschichte der deutschen Literatur. Stuttgart 2014; Wilpert, Gero von: Sachwörterbuch der Literatur. Stuttgart 2013; Jeßing, Benedikt: Arbeitstechniken des literaturwissenschaftlichen Studiums. Stuttgart 2012; Jeßing, Benedikt: Bibliographieren für Literaturwissenschaftler. Stuttgart 2010.</p>			
The course is taught in German and only for IN-EAST exchange students			