

kiron

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Module Catalogue:

Business & Economics¹

¹ Please note that some courses in this module catalogue may change due to expiration of some MOOCs that are limited in time.

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Business and Economics at Kiron

The Business & Economics core curriculum is student-centered and outcome-based. It offers the best of both worlds: In our Economics modules, you will understand on a theoretical level how modern economies function and integrate into a larger social framework, while in our Business modules you will learn on a practical level how to lead a business organization. Studying our Business & Economics track and completing your degree at a partner university equips you with a set of both domain specific and generic skills that make you a valuable job market candidate.

Key Learning Outcomes

The curriculum in Business and Economics consists of 14 modules in the field of basic business, quantitative methods, basic economics and core skills. The modules contain self-paced and live courses which enable our students to study in “their own pace” due to their specific circumstances and learning environment.

After successfully completing the Business & Economics curriculum, students will be able to:

- propose decisions that secure sustainable business success in a complex and fast-paced environment,
- transfer economic theory to the solution of real-world economic problems, and
- apply generic skills, like teamwork, problem solving, work under pressure or critical thinking to specific problems and tasks in a business setting.

Module Overview

Study Plan/ Phases

Semester	Cluster	Module	Credit Points
1	Basic Business	Introduction into Business	4,00
1	Basic Business	Marketing	7,20
1	Core Skills	Business English	6,00
1	Core Skills	Information Systems	6,00
1 and 2	Quantitative Methods	Mathematical Foundations	12,20
2	Basic Business	Financial & Management Accounting	11,52
2	Basic Business	Organization & Human Resources	8,4
2 and 3	Basic Economics	Microeconomics	7,60
3	Quantitative Methods	Statistics	9,84
3	Core Skills	Law & Business	6,00
3 and 4	Basic Economics	Macroeconomics	10,24
3 and 4	Basic Business	Finance	7,12
4	Basic Business	Production & Logistics	8,40
4	Core Skills	Business Case Studies	6

in total 110,52

Basic Business	46,64
Quantitative Methods	22,04
Basic Economics	17,84
Core Skills	24,00

in total 110,52

Prep Semester

During their first semester at Kiron, students are encouraged to take the courses offered in our preparatory section in order to refresh and advance the skills necessary for studying at university level under the special circumstances of online studies. These courses include Academic Study Skills, Self-Management Skills and Communication and Interaction, as well as study track specific refreshers e.g. in Mathematics.

Basic Business

BE_InBu: Introduction to Business

Module Name	Introduction to Business		
Module Content	This module introduces students to business terminology, concepts, and current business issues. It aims at helping students to develop a viable business vocabulary, foster critical and analytical thinking, and build business decision-making skills.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. describe basic terms in business 2. interpret business decisions in theory and praxis 3. recall different accounting settings 4. develop skills of critical and proactive thinking 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
100 h	1. Einführung in die Betriebswirtschaftslehre (Introduction to Business Administration) https://www.edx.org/course/einfuehrung-die-betriebswirtschaftslehre-rwthx-ebwl101	21.10.16 (starts every semester)	16 weeks
Credits	4 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_Mark: Marketing

Module Name	Marketing		
Module Content	This module teaches the core concepts and tools of marketing, including key topics such as market research and its importance for company strategy, brand strategy, pricing, integrated marketing communication and social media communication. In doing so, the module introduces students to the marketing cycle, from identifying a customer base, conceptualizing and implementing an effective marketing strategy, to monitoring and evaluating one's marketing efforts.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. review central marketing instruments 2. apply marketing instruments to a business environment 3. develop a marketing plan/ mix 4. examine strategically challenges to marketing in a globalized world economy 5. indicate the ethical implications of various marketing instruments 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
24 h	1. Marketing1x: Introduction to Marketing https://www.edx.org/course/introduction-marketing-ub-cx-marketing1x#	self-paced	6 weeks
156 h	2. PRINCIPLES OF MARKETING https://learn.saylor.org/course/view.php?id=82	self-paced	10 weeks
Credits	6 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_FMA: Financial & Management Accounting

Module Name	Financial & Management Accounting		
Module Content	This module introduces students to the practices of financial and management accounting. While financial accounting is about a rule-governed reporting system that represents a company externally, management accounting focuses on the internal use of cost and revenue information to guide decision-making. Financial accounting includes the compilation and analysis of financial statements, determination of the value of a firm, and evaluation of a firm and its competitors. Managerial Accounting examines the effects of cost, price and profit on management decision-making, with particular attention to the tools and methods managers use to make well-informed decisions.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. interpret financial data 2. describe principles of double-entry book keeping 3. prepare financial statements 4. analyze accounting information for business decisions 5. solve business problems with accounting tools 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
140 h	1. Introduction to Financial Accounting https://learn.saylor.org/course/bus103	self-paced	10 weeks
120 h	2. Managerial Accounting https://learn.saylor.org/course/view.php?id=53	self-paced	10 weeks
28 h	3. Accounting for Business Decision Making: Strategy Assessment and Control https://www.coursera.org/learn/business-assessment	20.03.17 (every 2 weeks)	4 weeks
Credits	10 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_OHR: Organization & Human Resources

Module Name	Organization & Human Resources		
Module Content	This module explores the fundamentals of modern management from the perspective of organizational theory and behavior, organizational structure and design, human resources and leadership. It equips students with the foundational skills that are necessary to manage complex organizations efficiently.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	<p>After successfully completing this module, students will be able to:</p> <ol style="list-style-type: none"> 1. explain organisational structures and responsibilities 2. describe leadership and culture of an organization 3. interpret concepts of human resource management 4. develop strategies to manage a business entity 5. solve business problems in the field of management 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
123 h	1. PRINCIPLES OF MANAGEMENT https://learn.saylor.org/course/view.php?id=88	self paced	10 weeks
87 h	2. HUMAN RESOURCE MANAGEMENT https://learn.saylor.org/course/view.php?id=85	self paced	10 weeks
Credits	7 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_Fina: Finance

Module Name	Finance		
Module Content	This module introduces students to the subject and concepts of corporate finance. The purpose is to develop a framework for analyzing a firm's investment and financing decisions by determining which projects, investments or stocks have the best expected payoff.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. discuss investment theories 2. interpret financial instruments 3. explain concepts of portfolio management 4. apply tools to predict investment decisions 5. solve business problems in the field of finance 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
28 h	1. Introduction to Corporate Finance https://www.coursera.org/learn/wharton-finance	27.03.17 (every 2 weeks)	4 weeks
150 h	2. Principles of Finance https://learn.saylor.org/course/view.php?id=63	self paced	10 weeks
Credits	6 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	Financial & Management Accounting		

BE_PrLo: Production & Logistics

Module Name	Production & Logistics		
Module Content	This module aims at examining processes by companies to manage the production of products or services required by their customers. Furthermore students are exposed to advanced processes of demand forecasting, inventory and transportation planning.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	<p>After successfully completing this module, students will be able to:</p> <ol style="list-style-type: none"> 1. explain production and inventory processes for products 2. describe management processes related to production 3. predict demand, inventory and transportation of products (supply chain management) 4. discuss quality assurance measures 5. solve business problems in the field of production and logistics 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
54 h	1. Operations Management https://learn.saylor.org/course/view.php?id=86	self-paced	10 weeks
156 h	2. Supply Chain Fundamentals https://www.edx.org/course/supply-chain-fundamentals-mitx-ctl-sc1x-0#!	14.06.17	13 weeks
Credits	7 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	Mathematical Foundations/ Financial & Management Accounting/ Marketing/ Law & Business/ Statistics		

Core Skills

BE_BuEn: Business English

Module Name	Business English		
Module Content	This module extends students' basic understanding of English to business contexts. The main goal is to develop the communicative skills that are necessary to work professionally in an English-speaking business environment, including both the ability to speak, write and read effectively in English and to engage in cross-cultural communication generally.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	<p>After successfully completing this module, students will be able to:</p> <ol style="list-style-type: none"> 1. extend their vocabulary with key business terminology 2. express effective speaking, writing and reading skills in English 3. assess the information contained in business publications, reports, journalism and academic essays 4. debate in an intercultural business environment 5. prepare an English presentation and report 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
150 h	1. Enhance Your Business English Communication https://www.coursera.org/specializations/business-english-speakers	live course (every 2 weeks)	20 weeks
30 h	Sub-Course 1: Business English: Basics https://www.coursera.org/learn/business-english	13.03.17 (every 2 weeks)	6 weeks
30 h	Sub-Course 2: English for Effective Business Writing https://www.coursera.org/learn/english-for-business-writing	20.03.17 (every 2 weeks)	6 weeks
36 h	Sub-Course 3: English for Effective Business Speaking https://www.coursera.org/learn/business-english-vocabulary	20.03.17 (every 2 weeks)	6 weeks
24 h	Sub-Course 4: Business English for Cross-cultural Communication https://www.coursera.org/learn/cross-cultural-communication-business	20.03.17 (every 2 weeks)	6 weeks
21 h	Sub-Course 5: Business Case Analysis https://www.coursera.org/learn/business-case-analysis	08.05.17	7 weeks

Credits	6 CP
Examination	Quizzes, assignments, exams
Prerequisites	None

BE_InSy: Information Systems

Module Name	Information Systems		
Module Content	This module introduces the field of computer science and the essential ideas of computer programming. Furthermore the module covers the various components of business information systems, with particular emphasis on the means by which information is transmitted, the software that displays the information, and the systems that manage the data that businesses use on a daily basis. It thereby bridges the gap between computer science and the business discipline.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: 1. explain computer and internet basics 2. describe information systems 3. classify databases 4. solve business problems with information systems 5. discuss information systems in a broad framework		
Courses			
Workload	MOOCs	Frequency /Start	Duration
30 h	1. Computer Science 101 http://online.stanford.edu/course/computer-science-101-self-paced	self-paced	6 weeks
120 h	2. Management Information Systems https://learn.saylor.org/course/view.php?id=41	self-paced	10 weeks
Credits	5 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_LaBu: Law & Business

Module Name	Law & Business		
Module Content	This module introduces the laws and ethical standards that managers must abide by in business contexts. It explores how legal frameworks protect both consumers and businesses and familiarizes students with the legal and ethical environment in which businesses operate.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	<p>After successfully completing this module, students will be able to:</p> <ol style="list-style-type: none"> 1. describe legal norms with regard to business 2. discuss contractual agreements 3. identify the main types of property in law 4. solve a legal problem in the field of business 5. develop an ethical view for legal frameworks in the field of business 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
150 h	Business Law and Ethics https://learn.saylor.org/course/view.php?id=89	self-paced	10 weeks
Credits	5 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_BCS: Business Case Studies

Module Name	Business Case Studies		
Module Content	This module aims at applying the theoretical knowledge obtained to "real world" case studies. In contrast to other Kiron modules, Business Case Studies do not cover a specific list of contents, but introduce students to the practical side of business in light of exemplary problem-oriented cases.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	<p>After successfully completing this module, students will be able to:</p> <ol style="list-style-type: none"> 1. analyse a business problem 2. apply a variety of management tools to business case studies 3. assess alternative solutions to a particular business problem 4. develop generic/ soft skills necessary in a business environment 5. organise results with effective presentation skills and techniques 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
150 h	BeeUp Courses http://www.beeup.com/intro/cases	self-paced	6 weeks
Credits	6 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	Mathematical Foundations/ Financial & Management Accounting/ Marketing/ Law & Business/ Statistics		

Quantitative Methods

BE_MaFo: Mathematical Foundations

Module Name	Mathematical Foundations		
Module Content	This module provides students with the tools that are necessary to understand mathematical analyses of business decisions and economic behavior. It introduces students to mathematical basics, calculus and linear algebra, the study of which is a gateway to master mathematics on a conceptual level. Throughout the module, students will learn to apply mathematical theory in order to solve problems that arise in scientific practice.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. solve basic mathematical problems 2. apply equations and integral calculus 3. calculate linear algebra equations and matrices 4. interpret optimization problems 5. transfer mathematical methods to business 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
115 h	1. College Algebra https://learn.saylor.org/course/view.php?id=24	self paced	10 weeks
160 h	2. Calculus One https://www.coursera.org/learn/calculus1	20.03.17 (every 4 weeks)	16 weeks
30 h	3. Introduction to Linear Models and Matrix Algebra https://www.edx.org/course/introduction-linear-models-matrix-harvardx-ph525-2x-0	self paced	4 weeks
Credits	10 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	None		

BE_Stat: Statistics

Module Name	Statistics		
Module Content	This module provides an overview of the discipline of statistics and common statistical measures as well as to the basics of probability theory. Students will be exposed to main tools of descriptive statistic and develop the capacity to employ statistical techniques on their own. Furthermore the module introduces students to the concepts, techniques, possibilities and limitations of data collection and inductive/ inferential statistics up to regression.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. interpret quantitative and qualitative data 2. describe probability distributions 3. compute correlation and regression concepts 4. test hypotheses 5. apply statistical methods to business 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
48 h	1. Intro to Descriptive Statistics https://www.udacity.com/course/intro-to-descriptive-statistics--ud827	self-paced	7 weeks
48 h	2. Intro to Inferential Statistics https://www.udacity.com/course/intro-to-inferential-statistics--ud201	self-paced	9 weeks
150 h	3. Business Statistics https://learn.saylor.org/course/view.php?id=109	self-paced	10 weeks
Credits	8 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	Mathematical Foundations		

Basic Economics

BE_Micro: Microeconomics

Module Name	Microeconomics		
Module Content	This module introduces students to basic microeconomic analyses of individual economic behavior and the allocation of scarce resources in various markets. Topics to be discussed include the interaction of supply and demand, utility maximization, profit maximization, elasticity, perfect competition, monopoly power, imperfect competition, and game theory.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. interpret economic behavior of individuals and economic agents (households and firms) 2. explain price mechanism, including supply and demand 3. assess market differences: competition, monopoly and oligopoly 4. examine economic dimensions for society 5. apply tools to underline business decisions 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
100 h	1. PRINCIPLES OF MICROECONOMICS https://learn.saylor.org/course/view.php?id=8	self paced	10 weeks
90 h	2. INTERMEDIATE MICROECONOMICS https://learn.saylor.org/course/view.php?id=35	self paced	10 weeks
Credits	6 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	Mathematical Foundations		

BE_Macro: Macroeconomics

Module Name	Macroeconomics		
Module Content	This module introduces macroeconomics, the study of large-scale economic phenomena, by focusing on the interaction between economic output, unemployment and inflation. In this context, the module discusses important tools for economic policy-making, in particular monetary and fiscal policy, and their influence on key macroeconomic indicators.		
Teaching Methods	Video lectures, readings, exercises		
Learning Outcomes	After successfully completing this module, students will be able to: <ol style="list-style-type: none"> 1. identify macroeconomic concepts 2. describe effects of economic policy measures 3. examine different market settings 4. compare the role of governments and financial institutions 5. apply economic methodology 		
Courses			
Workload	MOOCs	Frequency /Start	Duration
150 h	1. PRINCIPLES OF MACROECONOMICS https://learn.saylor.org/course/view.php?id=9	self-paced	10 weeks
106 h	2. INTERMEDIATE MACROECONOMICS https://learn.saylor.org/course/view.php?id=36	self-paced	10 weeks
Credits	8 CP		
Examination	Quizzes, assignments, exams		
Prerequisites	Mathematical Foundations/ Microeconomics		

