

kiron

Last update: 10.10.2017, Department Coordinator: Thomas Rieke

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.

Table of Contents

Business and Economics at Kiron

Module Overview

Prep Semester

Basic Business

BE_InBu: Introduction to Business

BE_Mark: Marketing

BE_FMA: Financial & Management Accounting

BE_OHR: Organization & Human Resources

BE_Fina: Finance

BE_PrLo: Production & Logistics

Core Skills

BE_BuEn: Business English

BE_InSy: Information Systems

BE_LaBu: Law & Business

BE_Entre: Entrepreneurship

BE_BCS: Business Case Studies

Quantitative Methods

BE_MaFo: Mathematical Foundations

BE_Stat: Statistics

Basic Economics

BE_Micro: Microeconomics

BE_Macro: Macroeconomics

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 15 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 | 6,00 |
| 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 | Entrepreneurship | 5,00 |
| 4 | Core Skills | Business Case Studies | 6,00 |

in total 117,52

| | |
|----------------------|-------|
| Basic Business | 48,64 |
| Quantitative Methods | 22,04 |
| Basic Economics | 17,84 |
| Core Skills | 29,00 |

in total 117,52

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.

Basic Business

BE_InBu: Introduction to Business

| Module Description | | | |
|--------------------------|---|------------------|----------|
| 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-ebwl101-2 | self-paced | 16 weeks |
| Credits | 6 CP | | |
| Examination | Quizzes, assignments, exams | | |
| Prerequisites | None | | |

BE_Mark: Marketing

| Module Description | | | |
|--------------------------|---|-------------------------|-----------------|
| 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 | <p>After successfully completing this module, students will be able to:</p> <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 Description | | | |
|--------------------------|--|--------------------|----------|
| 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 bookkeeping 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 | starting bi-weekly | 4 weeks |
| Credits | 10 CP | | |
| Examination | Quizzes, assignments, exams | | |
| Prerequisites | None | | |

BE_OHR: Organization & Human Resources

| Module Description | | | |
|--------------------------|---|------------------|----------|
| 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 | After successfully completing this module, students will be able to: <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 Description | | | |
|--------------------------|--|--------------------|----------|
| 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 | starting bi-weekly | 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 Description | | | |
|--------------------------|---|-------------------------|-----------------|
| Module Name | Production & Logistics | | |
| Module Content | This module aims at examining processes employed 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#! | regular starting dates | 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 Description | | | |
|--------------------------|--|------------------------|----------|
| 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 | Enhance Your Business English Communication (Course set compiling all MOOCs below) https://www.coursera.org/specializations/business-english-speakers | starting bi-weekly | 20 weeks |
| 30 h | Business English: Basics https://www.coursera.org/learn/business-english | starting bi-weekly | 6 weeks |
| 30 h | English for Effective Business Writing https://www.coursera.org/learn/english-for-business-writing | starting every 4 weeks | 6 weeks |
| 36 h | English for Effective Business Speaking https://www.coursera.org/learn/business-english-vocabulary | starting every 4 weeks | 6 weeks |
| 24 h | Business English for Cross-cultural Communication https://www.coursera.org/learn/cross-cultural-communication-business | starting every 4 weeks | 6 weeks |
| 21 h | Business Case Analysis | starting | 7 weeks |

| | | | |
|----------------------|---|--------------------|--|
| | https://www.coursera.org/learn/business-case-analysis | every 2 - 3 months | |
| Credits | 6 CP | | |
| Examination | Quizzes, assignments, exams | | |
| Prerequisites | None | | |

BE_InSy: Information Systems

| Module Description | | | |
|--------------------------|--|-------------------------|-----------------|
| 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: <ol style="list-style-type: none"> 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 Description | | | |
|--------------------------|---|-------------------------|-----------------|
| 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 | After successfully completing this module, students will be able to: <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_Entre: Entrepreneurship

| Module Description | | | |
|--------------------------|---|--------------------|----------|
| Module Name | Entrepreneurship | | |
| Module Content | This module explores insights to discover and create entrepreneurial opportunities and the expertise to successfully launch, manage, and grow a business project. It focus on the development of an entrepreneurial mindset and capabilities which lead to entrepreneurial effectiveness. | | |
| 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 a business opportunity 2. develop a business plan 3. organize processes and resources within a diverse organization 4. propose strategies to finance a business entity 5. solve business problems in the field of entrepreneurship | | |
| Courses | | | |
| Workload | MOOCs | Frequency /Start | Duration |
| 20 h | Becoming an Entrepreneur https://www.edx.org/course/becoming-entrepreneur-mi-tx-launch-x-1#! | self-paced | 6 weeks |
| 8 h | Entrepreneurship 1: Developing the Opportunity https://www.coursera.org/learn/wharton-entrepreneurs-hip-opportunity | starting bi-weekly | 4 weeks |
| 12 h | Entrepreneurship 2: Launching your Start-Up https://www.coursera.org/learn/wharton-launching-startup | starting bi-weekly | 4 weeks |
| 8 h | Entrepreneurship 3: Growth Strategies https://www.coursera.org/learn/growth-strategy | starting bi-weekly | 4 weeks |
| 8 h | Entrepreneurship 4: Financing and Profitability https://www.coursera.org/learn/wharton-entrepreneurs-hip-financing-profitability | starting bi-weekly | 4 weeks |
| 32 h | Entrepreneurship in Emerging Economies https://www.edx.org/course/entrepreneurship-emerging-economies-harvardx-sw47x | self-paced | 6 weeks |
| 30 h | Wharton Entrepreneurship Capstone https://www.coursera.org/learn/wharton-entrepreneurs-hip-capstone | every 2 - 3 months | 6 weeks |

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|----------------------|---|
| Credits | 5 CP |
| Examination | Quizzes, assignments, homework, exams, project work |
| Prerequisites | None |

BE_BCS: Business Case Studies

| Module Description | | | |
|--------------------------|---|-------------------------|-----------------|
| 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 | After successfully completing this module, students will be able to: <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 Description | | | |
|--------------------------|---|------------------------|----------|
| 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 | monthly starting dates | 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 Description | | | |
|--------------------------|---|------------------|----------|
| 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 Description | | | |
|--------------------------|---|------------------|----------|
| 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 Description | | | |
|--------------------------|---|------------------|----------|
| 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 | <p>After successfully completing this module, students will be able to:</p> <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 | | |