

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Fremdsprache (Englisch) - Fortgeschrittene Fachsprache
Code der Lehrveranstaltung	27334
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ANGL-01/C
Sprache	Englisch
Studiengang	Bachelor in Wirtschaftswissenschaften und Betriebsführung
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	2
KP	3
Vorlesungsstunden	30
Laboratoriumsstunden	
Stunden für individuelles Studium	
Vorgesehene Sprechzeiten	
Inhaltsangabe	The course is designed to acquire further specific language skills at the advanced level. The course focuses on the various styles of language used in the academic and professional fields of economics and management, and aims to improve students' receptive, but above all productive skills.
Themen der Lehrveranstaltung	
Stichwörter	
Empfohlene	

Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	
Anwesenheitspflicht	Attendance not compulsory but strongly recommended
Spezifische Bildungsziele und erwartete Lernergebnisse	<p>Knowledge and understanding</p> <p>Area: Economics</p> <p>Knowledge of the economic theory of demand and supply of goods and services, equilibrium and pricing mechanisms in the market economy</p> <p>Knowledge of competition theories in the markets in relation to classical, neoclassical and evolutionary theoretical models;</p> <p>Knowledge of the basic theorems of welfare economics</p> <p>Understanding of the behaviour of microeconomic actors with special consideration of consumption and company theories as well as the application of game theory</p> <p>Knowledge of the fundamentals of political-economic behaviour and collective decision-making</p> <p>Understanding the role and management of public goods, the role of institutions and information</p> <p>Understanding of the effects of economic policy measures in certain sectors and the role of research, development and innovation</p> <p>Knowledge of various macroeconomic models for analysing short and medium-term economic changes, understanding of the causes of economic growth</p> <p>Knowledge and understanding of the role of expectations in the financial markets, for consumption and for monetary and fiscal policy</p> <p>Understanding of the mechanisms of exchange rates and monetary and fiscal policy in the European Monetary Union</p> <p>Understanding the use of finite resources and the principles of sustainability</p> <p>Understanding the effects of digitalisation on economic and entrepreneurial activity</p> <p>Knowledge of the mechanisms underlying the effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English</p> <p>Area: Understanding corporate management</p>

	<p>Knowledge of business and organisational models</p> <p>Knowledge of management and target agreements, plans and organisational functions</p> <p>Knowledge of the methods of corporate decision-making and strategic management</p> <p>Knowledge of decision-making concepts and models for the introduction of new products, pricing, distribution channels and (digital) means of communication</p> <p>Understanding of social responsibility, consumer protection, sustainable marketing</p> <p>Knowledge of concepts, models and tools for critically analysing business and corporate strategies</p> <p>Understanding of various management theories and organisational behaviour and their significance in the context of different businesses and different business-economic contexts</p> <p>In-depth knowledge in the areas of international marketing, management of multinational companies, analysis of consumer behaviour or management of operational and technical functions</p> <p>In-depth knowledge and understanding of management control</p> <p>Knowledge of the underlying mechanisms for effective communication of theoretical and empirical business topics in three languages: Italian, German and English</p> <p>Field: Law</p> <p>Knowledge of the public and private legal system, also in relation to economics and business administration</p> <p>Knowledge and ability to interpret the sources of law with regard to the various areas of the legal system: public law, private law, commercial law and tax law, in a European, national, regional and international context</p> <p>Knowledge of the Italian constitution in relation to the form of government, including the regions and other local authorities, and the rights of citizens and companies</p> <p>Understanding of the legal framework governing relations between private individuals and between private individuals and public organisations</p> <p>Knowledge of personal and property law, the law governing the transfer of rights relating to property, the law of obligations, contract law and civil liability</p> <p>Knowledge of company law, which is also open to an international orientation</p>
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	<p>Knowledge of the concept of tax subjects and control procedures, collection and refund as well as taxpayer protection</p> <p>Knowledge and understanding of company and corporation tax</p> <p>Knowledge of the mechanisms underlying effective communication of legal issues in three languages: Italian, German and English</p> <p>Area: Quantitative methods for decision making</p> <p>Mastery of basic and intermediate mathematical tools for understanding and analysing economic mechanisms based on theoretical models and empirical applications</p> <p>Knowledge of tools for statically, dynamically and comparatively analysing data on individuals, companies and the economy</p> <p>Knowledge and understanding of descriptive statistics, the basics of probability theory and sampling methods, standard distributions and their application to economic analyses as well as linear and non-linear regression</p> <p>Knowledge of parametric estimation and hypothesis testing</p> <p>Knowledge of the computer tools required for reading and analysing economic data and models</p> <p>Knowledge of the structure of computer networks, their most important applications and security techniques as well as techniques for collecting, visualising and analysing data using suitable software</p> <p>Knowledge of international accounting systems and double-entry bookkeeping for recording and evaluating business transactions</p> <p>Understanding of annual financial statements</p> <p>Thorough knowledge of accounting data collection or management control</p> <p>Knowledge of the analysis method for estimating present values and discount factors for estimating the cost of capital and the valuation of bonds and shares</p> <p>Knowledge of the methods of medium and long-term financial forecasting and sensitivity analysis with simulation under uncertainty for risk management in the area of corporate and international finance</p> <p>Knowledge and understanding of the international financial environment, multinational risk defence techniques and competitive strategies of global banks</p> <p>Knowledge of the mechanisms underlying effective communication of quantitative topics in three languages: Italian, German and English</p>
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	<p>Ability to apply knowledge and understanding</p> <p>Field : Economics</p> <p>be able to analyse the demand for goods and services and evaluate the cost structure, its role and its importance in business decisions</p> <p>be able to critically compare the different business theories</p> <p>be able to analyse the role and function of macroeconomic variables in closed economies in the short, medium and long run</p> <p>be able to carry out an analysis of the economic behaviour of public and private actors using game theory</p> <p>be able to assess the role of governments and the need for political-economic intervention in market economies</p> <p>be able to formulate economic policy objectives and evaluate their outcomes and use available information to assess the appropriateness of monetary and fiscal policy with respect to macroeconomic variables</p> <p>be able to use available information to apply and understand the fundamentals and operational implications of competition theories and industrial policy</p> <p>be able to analyse economic activity in terms of sustainability</p> <p>be able to communicate the results of economic analyses prepared according to international professional standards in three languages: Italian, German and English.</p> <p>Area: Understanding corporate governance</p> <p>be able to recognise and analyse the development of corporate structures and the evolution of organisational forms</p> <p>be able to correctly apply management principles and theoretical models as well as empirical analysis tools to complex problems in typical management situations in the appropriate context</p> <p>be able to apply appropriate concepts, models, tools and techniques to analyse markets, market strategies, programmes and activities in teamwork and to communicate research results in accordance with international professional standards in three languages: Italian, German and English</p> <p>be able to formulate strategies and identify critical steps in the implementation of a competitive strategy</p> <p>be able to apply appropriate analytical tools and models to evaluate the strategic choices and strategies adopted by companies</p> <p>be able to apply the specific tools of auditing in different contexts</p>
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	<p>of business reality</p> <p>be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English</p> <p>Field: Law</p> <p>be able to find and use national, European and international legal sources</p> <p>be able to support companies and corporations through knowledge of the relevant legal field</p> <p>be able to critically analyse and evaluate business processes and dynamics</p> <p>be able to analyse cases from professional practice and apply the relevant provisions of the relevant area of law</p> <p>be able to communicate the results of legal analyses prepared according to international professional standards in three languages: Italian, German and English</p> <p>Area: Quantitative methods for decision making</p> <p>Ability to analyse problems in (unconstrained) optimisation and mathematical interpretation of models of social and economic dynamics</p> <p>be able to formalise economic problems with the help of mathematical models, to</p>
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	
Bewertungskriterien	
Pfichtliteratur	
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	