The Institute of Management and Economics traditionally follows a quantitative approach to economics and management science with an analytical optimization and an experimental component. Research in resource-constrained project scheduling, batch and continuous process scheduling, workforce scheduling as well as new approaches for optimizing supply chain constitute major areas of research. Experimental economics is another field of interest. By continuously expanding the institute, a third field of research has emerged: knowledge and value-based management.

International Center Clausthal (IZC)

In cooperation with the university management and the institutes, the IZC coordinates the international relations and activities of the university. IZC is the central service point for international and German students as well as for university staff and faculty. Here you get information on studies and internships abroad as well as on language courses and events of the IZC.

The Language Center of the IZC offers a wide range of language courses. For students and university staff participation in these courses is free. Furthermore, the Language Center coordinates language tandems.

We are looking forward to welcoming you!

**Contact**

Graupenstraße 11
38678 Clausthal-Zellerfeld

international@tu-clausthal.de
www.izc.tu-clausthal.de/en
www.wiwi.tu-clausthal.de

---

**Course 8**

**Language Training – German A 1.1 Beginners**

Various lecturers
6 ECTS Credits

German language course for those who are beginners or have little knowledge of German. This course focuses on developing listening and reading comprehension, active use of German as well as on acquiring learning techniques and communicative competence needed to study successfully at a German university.

Please note that German language courses at all levels are available and can be exchanged for this course.

**Course 9**

**Language Training – European and non-European languages**

Various lecturers
2–6 ECTS Credits

Apart from German language courses, the course range comprises Arabic, Chinese, English, French, Italian, Polish, Russian and Spanish. This includes courses for beginners as well as for advanced learners.

Further information can be found on the Internet.

---

**Institute of Management and Economics**

The Institute of Management and Economics traditionally follows a quantitative approach to economics and management science with an analytical optimization and an experimental component. Research in resource-constrained project scheduling, batch and continuous process scheduling, workforce scheduling as well as new approaches for optimizing supply chain constitute major areas of research. Experimental economics is another field of interest. By continuously expanding the institute, a third field of research has emerged: knowledge and value-based management.

**International Center Clausthal (IZC)**

In cooperation with the university management and the institutes, the IZC coordinates the international relations and activities of the university. IZC is the central service point for international and German students as well as for university staff and faculty. Here you get information on studies and internships abroad as well as on language courses and events of the IZC.

The Language Center of the IZC offers a wide range of language courses. For students and university staff participation in these courses is free. Furthermore, the Language Center coordinates language tandems.

We are looking forward to welcoming you!
Course 1 Environmental and Resource Economics
Seminar by Professor Dr. Roland Menges
5 ECTS Credits

Contents:
- Individual and Market Demand
- Analysis of Competitive Markets
- Market Failure
- Externalities and Public Goods
- Environmental Challenges
- Valuing the Environment: Concepts
- Valuing the Environment: Methods
- Case Studies: Valuing Green Electricity
- Dynamic Efficiency and Sustainability
- Allocation of Depletable and Renewable Resources

Literature:

Course 2 Economic Analysis of Institutions: Contracts and the Nature of the Firm
Lecture by Professor Dr. Mathias Erlei
3 ECTS Credits

Contents:
- The Method of Institutional Economics
- Pre- and semi-formal Agency Theory
- Principal and Agent: Moral Hazard
- Multi-task Principal Agent Theory
- Adverse Selection: Screening and signaling
- Transaction Cost Economics
- Theory of Incomplete Contracts: Property Rights Model
- Informal institutions: self-enforcement and reputation
- Influence Costs

Literature:
- E. Williamson and Scott E. Masten (1999; eds) The Economics of Transaction Costs, Cheltenham, UK, Oliver

Course 3 TOPSIM – Global Management
Seminar by Professor Dr. Wolfgang Pflau
5 ECTS Credits

Global Management is a strategic management simulation that establishes a link between management theory and business practice. Participants manage an Electronic Manufacturing Services company that produces electronic components and custom solutions for the international market. The simulation requires operational and strategic decisions to be taken in an international context. Participants are required to interpret market situations and market results, to carry out critical analysis of complex business inter-relationships, to make targeted decisions based on their findings, and to gain clarity on the consequences of decisions that have been taken. The simulation aims to help participants improve their strategic thinking, teamwork and organization skills.

Literature:

Course 4 Business Model Management
Lecture by Dr. Isabella Gahts
3 ECTS Credits

Business Model Management is an application-oriented lecture, which combines theory of Business Model Development and the practical implementation of Business Models at a global player company like Deutsche Bahn. The lecture requires the students to think strategically as well as functionally in a global setting. Students are required to analyze and evaluate established Business Models and to estimate if and how a Business Model Change is practical or essential.

Literature:

Course 5 Sales Promotion
Lecture by Professor Dr. Winfried Steiner
3 ECTS Credits

The course aims at providing students with an in-depth understanding of the theories, functions and workings of sales promotion. It covers the main aspects of sales promotion including:
- Different types of sales promotion
- Behavioral and economic theories of promotions
- How promotions affect sales
- Methods for analyzing sales promotions
- Substantive empirical findings on trade, retailer and consumer promotions

Literature:

Course 6 Digital Marketing
Lecture by Professor Dr. Thomas Niemand
3 ECTS Credits

Digital Marketing is a lecture about phenomena in marketing practice and research related to the evolution of internet-driven technologies. The participants can gain substantial knowledge about recent trends and developments. Steady interactions, case studies and exercises integrated into the lecture support learning and foster practical applications beyond the degree program. This lecture covers e.g.-