



JACOBS
UNIVERSITY



Study Program Handbook

Global Economics and Management

Bachelor of Arts

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1 The Global Economics and Management (GEM) Study Program

1.1 Concept

A multitude of political, social and cultural forces drive economic decisions in our globalized world. To understand these forces, students need to learn about the many challenges faced by today's firms and economies. These include resource depletion, financial crises, ethical questions and social exclusion. The program Global Economics and Management views the classic studies of business administration and economics within a global context and combines them with knowledge from related fields. Students can choose a specialization (first year) or a minor (first year and second year) from the social sciences or engineering in fields such as international relations (international political economy), integrated social sciences, psychology, international business administration, earth and environmental sciences, industrial engineering and management, and computer science.

1.2 Specific Advantages of the Global Economics and Management Program at Jacobs University

Traditionally, students focus in their studies either on economics or on business administration. The BA Global Economics and Management provides students with the opportunity to look at both, the economic challenges within individual firms as well as the economic challenges faced by entire countries, world regions and the global economy. In most professions both perspectives are needed. Managers will not be successful if they focus only on the activities within their firms, and not on the greater economic environment in which they operate. National and international governmental institutions will not be able to develop successful economic policies for citizens and societies unless they have a thorough understanding of the firms' internal dynamics.

A third aspect of the program is that it develops - together with students from more than 100 countries - an understanding that economic decisions are made quite differently in different parts of the world. While many management and economics textbooks suggest that economic decisions are made the same way anywhere in the world, GEM students come to appreciate that political, social, cultural, and technological framework conditions have a decisive influence on economic outcomes on all seven continents of the world.

1.3 Program-Specific Qualification Aims

- Students will be qualified to work in a variety of fields related to economics and management, such as private business, government, international organizations, business associations, the media, and non-profit organizations.
- Students will be prepared to apply to a variety of graduate programs in the social sciences at leading universities, including management and economics programs.

- Students will gain the skills to reason in economics and management in their theoretical, empirical, societal and political dimensions.
- Students will be able to apply economic theories to issues of wide public concern such as economic growth and progress, characteristics and dynamics of capitalist systems, economic globalization, public policy and global governance, entrepreneurship, research and development, economic crises, inequality and social inclusion, resource scarcity and environmental challenges.
- Students will understand the relationship of management decisions in firms to economic policy decisions on the state and international levels and the concerns of civil society.
- Students will be familiar with business environments and know how to work in these environments as individuals, team members, and team leaders.
- Students will acquire social and intercultural competencies to work successfully in diverse international teams. They understand differences in national and regional perceptions of and approaches to economic reasoning.

1.4 The Jacobs University Employability and Personal Development Concept

Jacobs University's educational concept aims at fostering employability which refers to skills, capacities, and competencies which transcend disciplinary knowledge and allow graduates to quickly adapt to professional contexts. Jacobs University defines employability as encompassing not just technical skills and understanding but also personal attributes and qualities enabling students to become responsible members of their professional and academic fields as well as of the societies they live in.

Graduates of JU will be equipped with the ability to find employment and to pursue a successful professional career, which means that

- graduates possess the ability to acquire knowledge rapidly, to assess information and to evaluate new concepts critically;
- graduates have communicative competences which allow them to present themselves and their ideas and to negotiate successfully;
- graduates are familiar with business-related processes and management skills and are able to manage projects efficiently and independently.

Graduates of JU will also be equipped with a foundation to become globally responsible citizens, which includes the following attributes and qualities:

- graduates have gained intercultural competence; they are aware of intercultural differences and possess skills to deal with intercultural challenges; they are familiar with the concept of tolerance;
- graduates can apply problem-solving skills in negotiating and mediating between different points of view;
- graduates can rely on basic civic knowledge and have an understanding for ethical reasoning; students are familiar with the requirements for taking on responsibility.

1.5 Career Options

Graduates who complete the three-year BA program will be in an excellent position to seek careers in private business, government, international organizations, business associations, the media, and non-profit organizations. Due to their experience working and living with students from more than 100 countries on Jacobs University's international campus, graduates will be well-prepared to take on responsibility in intercultural work environments.

The Jacobs Career Services Center offers students, amongst others, an exclusive internship program, individual career counseling, professional skills seminars, an online job portal, and employer networking during on-campus recruiting events.

The excellent track record that Jacobs University has with leading institutions of higher education puts Jacobs students in an excellent position to apply to highly ranked graduate programs around the world.

1.6 More Information and Contact

For more information please contact the study program coordinator:

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Professor of International Economics
Email: w.werner@jacobs-university.de
Telephone: +49 421 200-3484

or visit our program website: <http://ba-gem.user.jacobs-university.de/>

2 The Curricular Structure

2.1 General

The undergraduate education at Jacobs University equips students with the key qualifications necessary for a successful academic, as well as professional career. By combining disciplinary depth and transdisciplinary breadth, supplemented by skills education and extracurricular elements, students are prepared to be responsible and successful citizens within the societies they work and live in.

The curricular structure provides multiple elements enhancing employability, transdisciplinarity, and internationality. The unique Jacobs Track, offered across all study programs, provides a broad range of tailor-made courses designed to foster career competencies. These include courses which promote communication, technology, business, (German) language, and management skills. The World Track, included in the third year of study, provides extended company internships or study abroad options. Thus students gain training on the job and intercultural experiences. All undergraduate programs at Jacobs University are based on a coherently modularized structure, which provides students with a broad and flexible choice of study plans to meet their major as well as minor study interests.

The policies and procedures regulating undergraduate study programs at Jacobs University in general can be found on the website.

2.2 The Jacobs University 3C-Model

Jacobs University offers study programs according to the regulations of the European Higher Education Area. All study programs are structured along the European Credit Transfer System (ECTS), which facilitates credit transfer between academic institutions. The three-year undergraduate program involves six semesters of study with a total of 180 ECTS credits. The curricular structure follows an innovative and student-centered modularization scheme - the 3C-Model - which groups the disciplinary content of the three study years according to overarching themes:

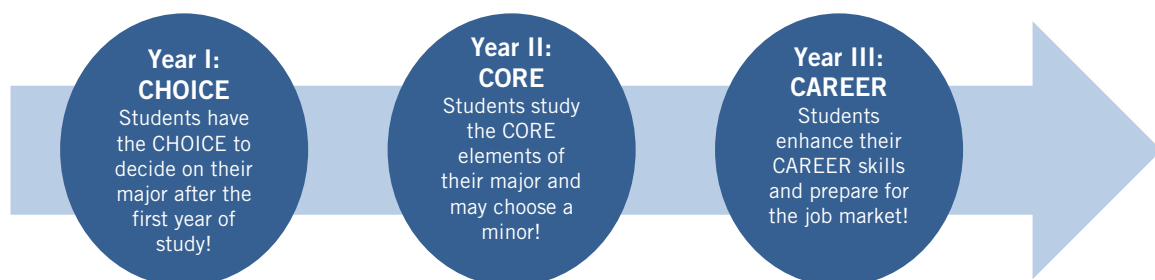


Figure 1: The Jacobs University 3C-Model

2.2.1 YEAR 1 - CHOICE

The first study year is characterized by a broad offer in disciplinary and interdisciplinary education. Students select three CHOICE modules from a variety of study programs. As a unique asset, our curricula allow students to select their study program freely from among the three selected CHOICE modules during their first year of study.

2.2.2 YEAR 2 - CORE

In the second year, students take three in-depth, discipline-specific CORE modules. One CORE module can also be taken from a second, complementary discipline, which allows students to incorporate a minor study track into their undergraduate education. Students will generally qualify for a minor if they have successfully taken at least one CHOICE module and one CORE module in a second field, and this extra qualification will be highlighted in the transcript.

2.2.3 YEAR 3 - CAREER

During their third year, students must decide on their career after graduation. In order to facilitate this decision, the fifth semester introduces two separate tracks. By default students are registered for the World Track.

1. The World Track

In this track there are two mandatory elective options:

- **Internship**

The internship program is a core element of Jacobs University's employability approach. It includes a mandatory semester-long internship off-campus (minimum 16 weeks in full-time) which provides insight into the labor market as well as practical work experience related to the respective area of study. Successful internships may initiate career opportunities for students. For more information, please contact the Career Services Center (<http://www.jacobs-university.de/career-services/contact>).

- **Study Abroad**

Students can take the opportunity to study abroad at one of our partner universities. Courses recognized as study abroad credits need to be pre-approved according to the Jacobs University study abroad procedures and carry minimum of 20 ECTS credits in total. Several exchange programs allow you to be directly enrolled at prestigious partner institutions worldwide. Jacobs University's participation in Erasmus+, the European Union's exchange program, provides an exchange semester at a number of European universities including Erasmus study abroad funding.

For more information, please contact the International Office (<http://intoffice.user.jacobs-university.de/outgoing/>).

2. The Campus Track

Alternatively, students may also opt to follow the Campus Track by continuing their undergraduate education at Jacobs, namely by selecting an additional CORE module during their third year and redistributing the remaining courses and modules across the

third year. This opportunity can be used by students to more intensively focus on their major or to fulfill the minor requirements for a second field of interest.

In the sixth semester, all students select from a range of specialization courses within their study program and concentrate on their Bachelor thesis in the context of a Project/Thesis Module.

All students attend a mandatory set of career skills courses and events throughout their studies. These equip them with necessary skills for their 5th semester and their future career.

2.3 The Jacobs Track

The Jacobs Track, another stand-alone feature of Jacobs University, runs parallel to the disciplinary CHOICE, CORE, and CAREER modules across all study years and is an integral part of all study programs. It reflects our commitment to an in-depth methodological education, it fosters our transdisciplinary approach, it enhances employability, and equips students with extra skills desirable in your general field of study. Additionally, it integrates essential language courses.

Mathematics, statistics, and other methods courses are offered to all students within a comprehensive Methods Module. This module provides students with general foundations and transferable techniques which are invaluable to follow the study content not only in the study program itself but also in related fields.

The Skills Module equips students with general academic skills which are indispensable for their chosen area of study. These could be, for example, programming, data handling, presentation skills, and academic writing, scientific and experimental skills.

The transdisciplinary Triangle Module offers courses with a focus on at least one of the areas of business, technology and innovation, and societal context. The offerings comprise essential knowledge of these fields for students from other majors as well as problem-based courses that tackle global challenges from different disciplinary backgrounds. Working together with students from different disciplines and cultural backgrounds in these courses broadens the students horizon by crossing the boundaries of traditional disciplines.

Foreign languages are integrated within the Language Module. Communicative skills and foreign language competence foster students intercultural awareness and enhance their employability in a globalized and interconnected world. Jacobs University supports its students in acquiring and improving these skills by offering a variety of language courses at all proficiency levels. Emphasis is put on fostering German language skills, as they are an important prerequisite for students to learn about, explore, and eventually integrate into their host country. Hence, acquiring 10 ECTS credits in German is a requirement for all students. Students who meet the requirements of the German proficiency level (e.g. native speakers) are required to select courses in any other language program offered.

2.4 Modularization of the Global Economics and Management Program

2.4.1 Content

Year 1

Take two mandatory modules listed below and select one further CHOICE module from a different study area.

General Economics (CH13-GenEcon)

This module introduces the workings of economies, progressing from national to international markets. The decisions that firms, workers and consumers make are examined in Microeconomics. Macroeconomics addresses the whole economy of a country in terms of the goal of stable and sustainable economic growth. The nature of economic globalization and its many effects on firms, governments and individuals are analyzed in International Economics. A key question in all three courses of this module is when, how and why governments may want to intervene in markets in order to deliver satisfactory outcomes for society as a whole, while balancing the contradicting interests of various societal stakeholders.

General Management (CH12-GenMan)

The module General Management provides the foundation for the basic domains of business practices and management tools in the international context in which modern businesses increasingly interact with their various stakeholders. The module consists of three courses: Introduction to International Business, Entrepreneurship and Innovation, and International Financial Accounting.

International Business provides the foundation for the basic domains of business (accounting, economics, finance, management, marketing and production). It builds the base for all other management and business courses. Entrepreneurship and Innovation deals with firm-internal processes and methods to start and run a business. An innovative approach for creativity management (Design Thinking) will be applied in the course. International Financial Accounting explains the applications of international accounting standards. Special emphasis is placed on managing multinational enterprises with respect to how accounting applies to global strategies and the key accounting issues that influence multinational decision making. This module provides the foundation from which you may progress to higher level modules in Diversity Management, Finance and Project Management and Strategy and Management.

Year 2

Take all three modules or replace one with a CORE module from a different study program.

Economic Policy Challenges (CO33-EconPolicy)

The world's economic policy challenges are many-faceted. In this module students learn about critical challenges in two different fields. The course Development Economics focusses not only on the economic policy issues faced by large parts of the world population living in developing countries but also seeks to evaluate the consequences of these challenges for industrialized countries. The course Environmental and Resource Economics is devoted to the overarching question of environmental and resource security, which concerns all country groups. The third course, Innovation Economics, helps students to understand the vital role that research and development plays in solving a broad range of challenges in firms, industries, and national

economies.

Economic Institutions and Organization (CO34-EconInstOrg)

This module gives an overview of the many ways in which value creation can be organized in economic institutions on national and sub-national levels. The course Comparing Economic Systems introduces the many different forms of market capitalism and their different performances. The course Organization Theory and Design focusses on the sub-national level. It offers explanations for why new organizational forms emerge in firms while traditional forms become less important. Since value creation happens not only in profit-oriented firms but to a large extent also in non-profit organizations, international organizations, and governmental organizations, this module also covers in a third course examples from Public Management and Public Policy. In all these fields organization involves the division and coordination of labor and other resources for meaningful purposes and it is fascinating to study how it is achieved in practice.

Managing Diversity (CO32-ManDivers)

The Module Diversity Management addresses the opportunities and challenges that the diversity of human needs and resources poses for modern enterprises, especially international and internationalizing companies. Inside the firm, Leadership and Human Resource Management need to build on the latest evidence in Organizational Behavior and Cross-Cultural Management in order to motivate and monitor a diverse workforce successfully and responsibly. Outside the firm, Marketing practices must reflect the differentiated needs of customers and business partners for creating unique offerings tailored to specific segments in dynamic, globalized markets. The module provides a holistic view of how companies manage diversity to create value for firms stakeholders.

Some CORE Modules require students to have taken a specific CHOICE Module. Please see the Module Handbook for details regarding pre-requisites.

Year 3

In the 3rd year students follow the World Track by default:

1. World Track

5th Semester

- Internship / study abroad

6th Semester

- Global Economics and Management Project / Thesis Module
- Program-specific Specialization Module Exemplary course offering:
 - Public Finance in Times of Crisis
 - Economic Cycles and Crises
 - Innovation Economics
 - Global Catastrophes and International Risk Management
 - Big Data for Business and Economics
 - Energy and Environmental Policies
 - Sustainable Management and Policy

- International Organizations
- International Political Economy
- Global Communication
- The economic impacts of Germany's "Energiewende"

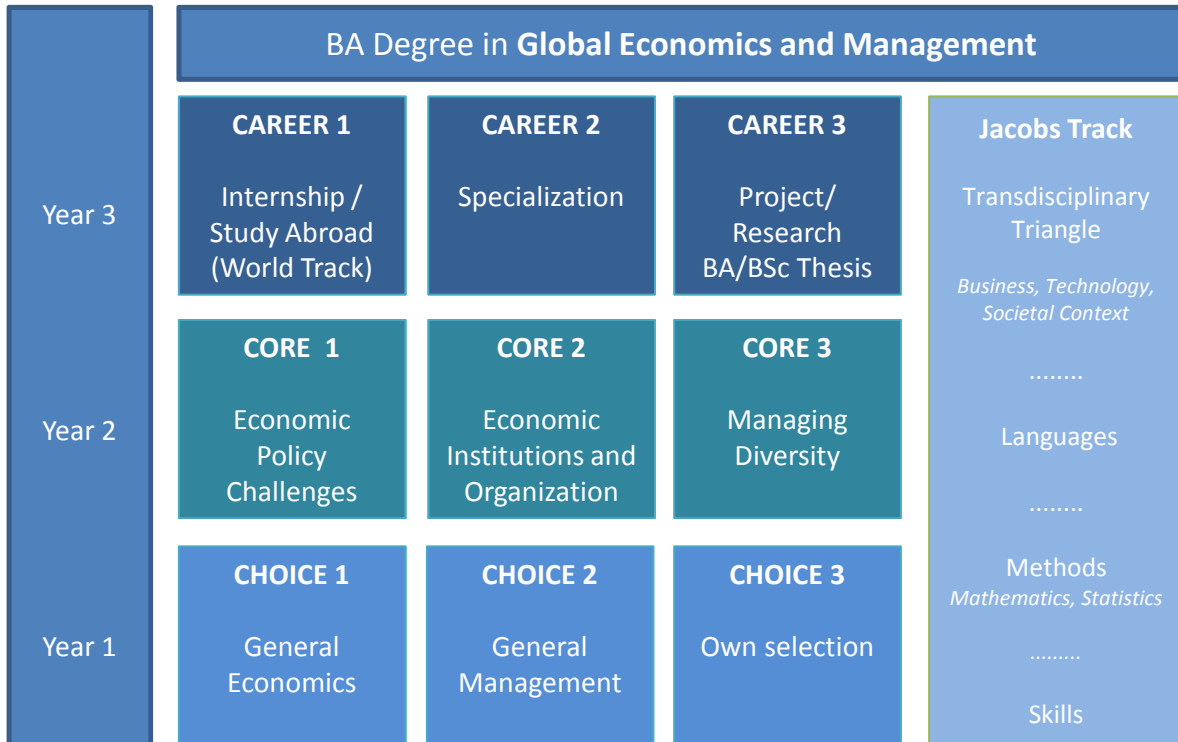
2. **Campus Track**

Students who do not enter the World Track follow the Campus Track.

5th and 6th Semester

- Program-specific Project / Thesis Module
- Program-specific Specialization Module
(please see World Track for exemplary course offering)
- Additional CORE Module

2.4.2 Structure



YEAR 1 Take three CHOICE modules, one free selection
YEAR 2 Take three CORE modules, one CORE module can be substituted by a CORE module from a second study program to pursue a minor
YEAR 3 Alternatively Campus Track with a 4th CORE module instead of internship/study abroad module

Figure 2: Global Economics and Management Module Structure

3 Appendix 1a/1b: Mandatory Course Plans for World Track and Campus Track

Jacobs University Bremen reserves the right to substitute courses by replacements and/or reduce the number of mandatory/mandatory elective courses offered

Appendix 1a - Mandatory Course Plan for World Track

Global Economics and Management – World Track											
Matriculation Fall 2015											
Program-Specific Modules					Jacobs Track Modules (General Education)						
Type	Status ¹	Semester	Credits		Type	Status ¹	Semester	Credits			
Year 1 - CHOICE				45					20		
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the GEM program.</i>											
CH13-GenEcon	Module: General Economics			m				15			
CH13-032101	Microeconomics	Lecture	m	1	5						
CH13-910301	International Economics I	Seminar	m	1	2,5						
CH13-032102	Macroeconomics	Lecture	m	2	5						
CH13-910302	International Economics II	Seminar	m	1	2,5						
CH12-GenMan	Module: General Management			m				15			
CH12-032201	Introduction to International Business	Seminar	m	1	5						
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	2	2,5						
CH12-930103	Financial Accounting	Seminar	m	2	5						
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5						
Module: CHOICE (own selection)				e	1/2				15		
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>											
					Year 2 - CORE					45	20
<i>Take all three modules or replace one with a CORE module from a different study program. ²</i>											
CO33-EconPolicy	Module: Economic Policy Challenges			me				15			
CO33-930112	Development Economics	Seminar	m	3	5						
CO33-040122	Environmental and Resource Economics	Seminar	m	4	5						
CO33-930202	Innovation Economics	Seminar	m	4	5						
CO34-EconInstOrg	Module: Economic Institutions and Organization			me				15			
CO34-930203	Comparing Economic Systems	Seminar	m	3	5						
CO34-930213	Organization Theory and Design	Seminar	m	4	5						
CO34-970202	Public Management and Public Policy	Seminar	m	3	5						
CO32-ManDivers	Module: Managing Diversity			me				15			
CO32-930352	Marketing	Seminar	m	3	5						
CO32-930231	Organizational Behavior and Human Resource Management	Seminar	m	4	5						
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	4	5						
					Year 3 - CAREER					45	5
CA02 / CA03	Module: Internship / Study Abroad			m	5				20		
CA01-CarSkills	Module: Career Skills										
CA13-GEM	Module: Project/Thesis GEM			m				15			
CA13-930303	Project GEM	m	m	6	5						
CA13-930304	Thesis GEM	m	m	6	10						
CA-S-GEM	Module: Specialization Area GEM			m				10			
Take four specialization courses (2,5 ECTS each) ²				me	5/6				10		
Total ECTS										180	

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

³ You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).

Appendix 1b - Mandatory Course Plan for Campus Track

Global Economics and Management – Campus Track

Matriculation Fall 2015

Program-Specific Modules	Type	Status ¹	Semester	Credits	Jacobs Track Modules (General Education)	Type	Status ¹	Semester	Credits		
Year 1 - CHOICE					45	Year 1 - CHOICE					20
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the GEM program.</i>											
CH13-GenEcon	Module: General Economics			m	15	JT-ME-MethodsMath	Module: Methods / Mathematics		m	7,5	
CH13-032101	Microeconomics	Lecture	m	1	5	JT-ME-990103	Empirical Research Methodology	Lecture	m	1	2,5
CH13-910301	International Economics I	Seminar	m	1	2,5	JT-ME-990113	Data Analysis and Statistical Inference with R	Lecture	m	2	2,5
CH13-032102	Macroeconomics	Lecture	m	2	5	JT-ME-990104	Qualitative Research: Methods and Design	Lecture	m	2	2,5
CH13-910302	International Economics II	Seminar	m	1	2,5						
CH12-GenMan	Module: General Management			m	15	JT-SK-Skills	Module: Skills		m	2,5	
CH12-032201	Introduction to International Business	Seminar	m	1	5	JT-SK-990100	Academic and Professional Skills	Lecture	m	1	2,5
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	2	2,5						
CH12-930103	Financial Accounting	Seminar	m	2	5	JT-TA-TriArea	Module: Triangle Area		m	5	
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5		Take two courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³	me	1/2	5	
	Module: CHOICE (own selection)			e	1/2	15	JT-LA-Language	Module: Language		m	5
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>											
							Take two German courses (2,5 ECTS each).	Seminar	me	1/2	5
							Native German speakers take courses in another offered language				
Year 2 - CORE					45	Year 2 - CORE					20
<i>Take all three modules or replace one with a CORE module from a different study program. ²</i>											
CO33-EconPolicy	Module: Economic Policy Challenges			me	15	JT-ME-MethodsMath	Module: Methods / Mathematics		m	7,5	
CO33-930112	Development Economics	Seminar	m	3	5	JT-ME-990203	Statistical Modeling with R	Lecture	m	3	2,5
CO33-040122	Environmental and Resource Economics	Seminar	m	4	5		Take two Methods (mandatory) elective courses (2,5 ECTS each). ²	Lecture	me	3/4	5
CO33-930202	Innovation Economics	Seminar	m	4	5	JT-TA-TriArea	Module: Triangle Area		m	7,5	
CO34-EconInstOrg	Module: Economic Institutions and Organization			me	15		Take three courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³	me	3/4	7,5	
CO34-930203	Comparing Economic Systems	Seminar	m	3	5	JT-LA-Language	Module: Language		m	5	
CO34-930213	Organization Theory and Design	Seminar	m	4	5		Take two German courses (2,5 ECTS each).	Seminar	me	3/4	5
CO34-970202	Public Management and Public Policy	Seminar	m	3	5		Native German speakers take courses in another offered language				
CO32-ManDivers	Module: Managing Diversity			me	15						
CO32-930352	Marketing	Seminar	m	3	5						
CO32-930231	Organizational Behavior and Human Resource Management	Seminar	m	4	5						
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	4	5						
Year 3 - CAREER					45	Year 3 - CAREER					5
COXX	Module: Additional (4th) CORE module			m	5/6	15	JT-SK-Skills	Module: Skills		m	2,5
CA01-CarSkills	Module: Career Skills						JT-SK-990110	Advanced Academic and Professional Skills	m	6	2,5
CA13-GEM	Module: Project/Thesis GEM			m	15						
CA13-930303	Project GEM	m	m	5	5	JT-TA-TriArea	Module: Triangle Area		m	2,5	
CA13-930304	Thesis GEM	m	m	6	10		Take one course from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³	me	5	2,5	
CA-S-GEM	Module: Specialization Area GEM			m	15						
	Take six specialization courses (2,5 ECTS each) ²				5/6	15					
Total ECTS										180	

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

³ You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).