



UNIVERSITY OF
HOHENHEIM



Master International Business and Economics Information Session

Prof. Dr. Bernd Ebersberger & Prof. Dr. Benjamin Jung

January 16, 2020



Agenda

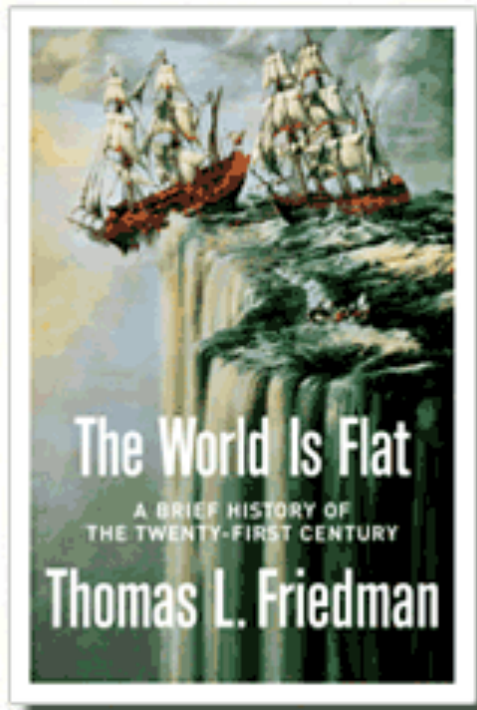
1. Recent challenges for the businesses, individuals, and the society
2. Career perspectives
3. IBE@Hohenheim
4. How to go aboard
5. Further information and contacts



1. Recent challenges for businesses, individuals and society



The world is more connected than ever.



https://en.wikipedia.org/wiki/The_World_Is_Flat

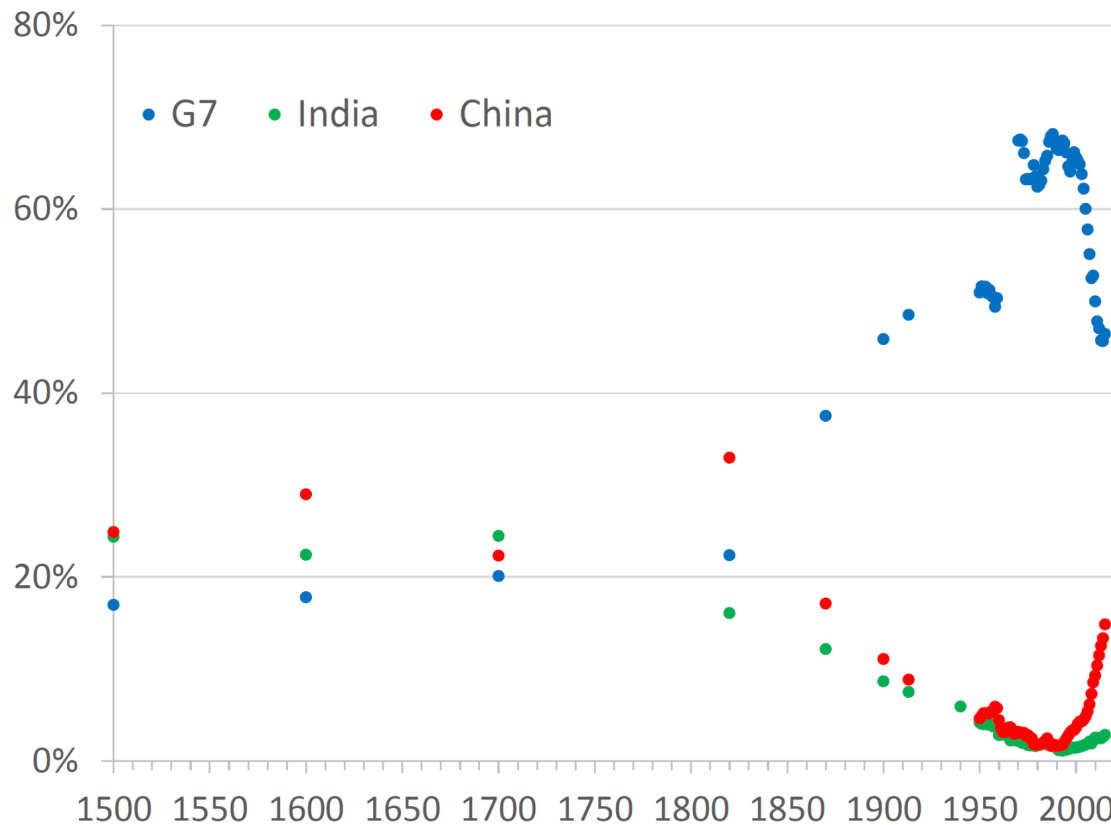


25 YEARS

https://www.wto.org/english/news_e/news20_e/dgra_01jan20_e.htm



How has globalization shaped the world?



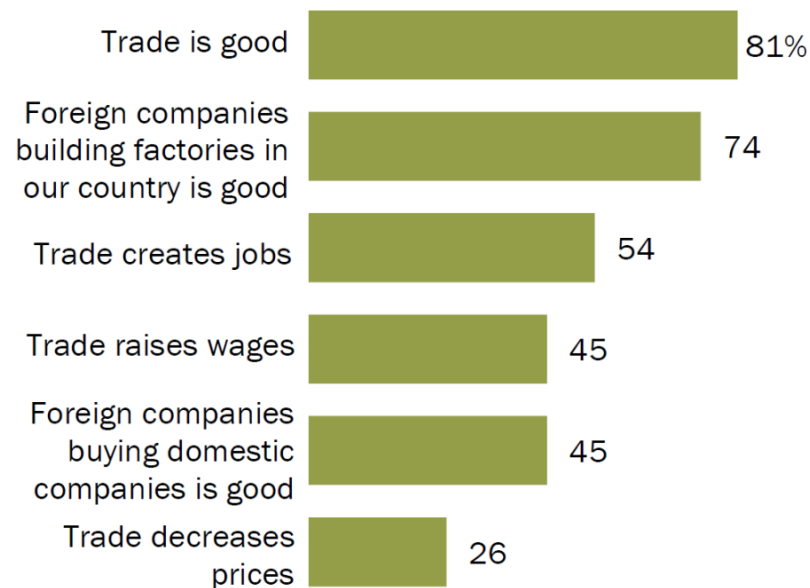
G7 (group of 7 major advanced nations):
United States, Germany, Japan,
France, Britain, Canada, Italy

Sources: Own calculations based on Maddison project and World Bank



How much has globalization helped businesses, workers, and consumers?

Median view that ...



Note: Global medians across 44 countries surveyed.

Source: Spring 2014 Global Attitudes survey. Q27-Q32.

Source: <https://www.pewresearch.org/global/2014/09/16/faith-and-skepticism-about-trade-foreign-investment/>



Trade deficits and weak intellectual property rights protection: good reasons for backpedaling on globalization?



Donald J. Trump

@realDonaldTrump · 2. März 2018

19 Tsd. 91 Tsd.

When a country (USA) is losing many billions of dollars on trade with virtually every country it does business with, trade wars are good, and easy to win. Example, when we are down \$100 billion with a certain country and they get cute, don't trade anymore- we win big. It's easy!

Source: <https://twitter.com/i/moments/969519906097106944?lang=de>



Donald J. Trump

@realDonaldTrump

Folgen

Our Country has lost, stupidly, Trillions of Dollars with China over many years. They have stolen our Intellectual Property at a rate of Hundreds of Billions of Dollars a year, & they want to continue. I won't let that happen! We don't need China and, frankly, would be far....

07:59 - 23. Aug. 2019

Source: <https://twitter.com/realdonaldtrump/status/1164914959131848705>



What are the costs of trade policy *uncertainty*?



Source: <https://www.nbcnews.com/news/world/boris-johnson-will-finally-pass-brexite-u-divorce-far-n1103746>

What are the effects of trade policy on stock markets?



Source: <https://www.theguardian.com/business/live/2020/jan/15/us-china-trade-deal-trump-tariffs-global-risks-uk-inflation-business-live>



Should we protect technological know-how in key sectors?

BUSINESS

German robot maker Kuka's CEO to be replaced by Chinese owners

Nearly two years after a hostile Chinese takeover, Kuka's Chief Executive Till Reuter is to be replaced. The industrial robot maker recently revised down its 2018 revenue prediction and its share price has plummeted.

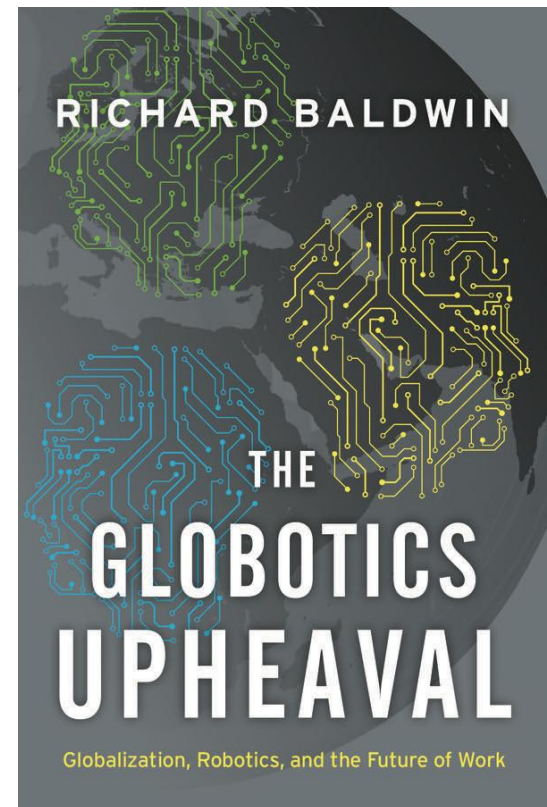


<https://www.dw.com/en/german-robot-maker-kukas-ceo-to-be-replaced-by-chinese-owners/a-46440242>



Automation and globalization: only a threat to the low skilled?

“Globotics [which is a combination of new form of globalisation and new form of robotics] is injecting pressure into our socio-political-economic system (via job displacement) faster than our system can absorb it (via job replacement).”



<https://qz.com/1642691/richard-baldwin-on-the-inhumanly-fast-next-phase-of-globalization/>



2. Career perspectives



Our graduates are expected to build responsible careers...

- In management positions in internationally active firms
- In founding new start-ups and leading new ventures
- In leadership positions in NGOs
- In policy making or in policy advising bodies
- In education in general and higher education in particular



3. IBE@Hohenheim



Building your career requires:

Interdisciplinary
Problem Solving
Skills

International Skills

Decision Making
Skills

Research Skills



The program is structured as follows:

- Methods in International Business and Economics (24 ECTS)
- Focus Area (36 ECTS):
- Seminar (6 ECTS)
- Free Electives (30 ECTS)
- Master Thesis (24 ECTS)



The four method modules are:

- Managerial Economics (6 ECTS)
 - Methodologies and concepts from new institutional economics
 - Firm boundaries, market and competitive analysis, strategic position and dynamics, internal organization and corporate governance
- Qualitative Methods in Business Research (6 ECTS)
 - Enable you to implement a qualitative research design
 - Enable you to use qualitative methods in your management practice
- Mathematical Methods for Business and Economics (6 ECTS)
 - Concepts to characterize the behavior of consumers and firms
 - Tools to analyze the optimal decisions of the individuals
- Econometric Methods for Business and Economics (6 ECTS)
 - Models for the analysis of cross-section, time series and panel data
 - Applications to real world examples using statistical software packages



The Focus Area is at the core of the program.

- Students choose 2 majors
- The possible majors are:
 - Innovation Management and Economics
 - International Economics
 - Finance
 - Data Analytics
- In each major, students choose 3 modules (6 ECTS each)
- Students start with one major in semester 1



Innovation Management and Economics (Ebersberger, Pyka, Kuckertz)

- Innovation is important

The driver for growth

Considered a part of the solution of the Great Challenges (health, aging, environment, poverty ...)

On the micro level: the determinant of competitiveness

- Goal

Learn about

- Innovation and
- Management of innovation

- Management of innovative organizations

- Role of innovation in transformation processes

Innovation cannot be thought about without having an international perspective to it.



Innovation Management and Economics: Modules (Ebersberger, Pyka, Kuckertz)

- International Innovation Management 1
- International Innovation Management 2
- Innovation, Strategy and Networks
- Innovation Economics
- Recent Developments in Advanced Innovation Economics
- Entrepreneurship

*: subject to approval



International Economics

(B. Jung, Evers)

- Concepts and methods to understand how the *global* economy shapes the *individual* environment of businesses, investors and households and what the determinants to the dynamics in a globalizing world are.
- International Trade and Multinational Firms:
 - Why trade does take place at all, what are the gains from trade, and who are winners and losers?
 - Why do international trade conflicts arise and what are potential resolutions to them.
 - What is scope of multinational firms?
- International Finance and Open Economy Macroeconomics:
 - Exchange rates and interest rates
 - Implications of monetary and fiscal policy in open economies.



International Economics: Modules*

(B. Jung, Evers)

- Multinational Firms
- International Trade and Inequality
- International Finance
- International Macroeconomics
- Globalization and History

*: subject to approval



Finance

(Burghof, Gehde-Trapp, Evers, R. Jung)

- Concepts and methods to understand modern capital and financial markets
 - Major asset pricing theories
 - How are the markets for securities designed?
 - How do different market participants behave and which trading strategies do they implement?
 - How does the market structure and the behavior of market participants affect pricing, price efficiency, fairness and stability in financial markets?
- Global financial system and international monetary systems.
- Combination of theoretical concepts and empirical analysis of financial data.



Finance: Modules*

(Burghof, Gehde-Trapp, Evers, R. Jung)

- Capital Market Theory
- Financial Intermediation
- Trading and Exchanges
- International Finance
- Applied Financial Econometrics

*: subject to approval



Data Analytics

(R. Jung, Osikominu)

- Methods and models to analyze data in the area of economics, finance and business administration adequately.
- “Introduction to Statistical Learning” introduces modern tools in Big-Data analytics and machine learning from the perspective of statistics and econometrics.
- A range on specialized modules in time series econometrics, microeconometrics and panel-data analysis provides the necessary background for causal inference and predictive and dynamic analytics.
- Usage of modern data analytic software (like e.g. R, Stata, etc.).



Data Analytics: Modules*

(R. Jung, Osikominu)

- Introduction to Statistical Learning
- Microeconometrics
- Topics in Microeconometrics
- Time Series Econometrics

*: subject to approval



Seminar

- Students have to choose one seminar related to one of their majors.
- In the seminar, students are exposed to recent academic literature.
- Students acquire skills in academic writing as well as in presenting to a critical audience.



The Free Electives give you the opportunity for your individual specialization.

- Remaining modules from your majors
- Modules from the other majors
- Any module offered in one of the Master programs of the Faculty of Business, Economics, and Social Science at the University of Hohenheim
 - Economics (in English)
 - Hohenheim Management Master (HMM; in English and German)
 - Communication Management and Analysis (in German and English)
 - Education for Business and Economics (in German)
- Modules attended abroad during exchange



Curriculum: No stay abroad

Semester 1	Semester 2	Semester 3	Semester 4
Methods: Managerial Economics	Focus Area: Major 1	Focus Area: Major 2	Free Elective
Methods: Qualitative Methods	Focus Area: Major 1	Free Elective	Master Thesis
Methods: Mathematics	Focus Area: Major 2	Free Elective	
Methods: Econometrics	Focus Area: Major 2	Free Elective	
Focus Area: Major 1	Seminar: Major 1	Free Elective	



Curriculum: Semester abroad

- Studying a semester abroad is voluntary, but highly encouraged.
- The stay abroad should be scheduled for semester 3.
- During their semester abroad, students are expected to earn 30 ECTS.
- We credit for modules of the 2nd major of the Focus Area and/or modules of the Free Electives.
- Students benefit from the course program of the partner universities.



We offer Double-Degree programs with partner universities in Italy.



Università degli Studi di Pavia

Pavia | Italia

The Double Master's Degree Programme with Pavia offers students specialization in International Business or Economics and a wide range of elective modules. [more](#)



Università
Ca' Foscari
Venezia

Venice | Italia

The Double Master's Degree Programme with Venice focuses on International Management and offers a limited range of elective modules. [more](#)



Varese | Italia

Within the Double Master's Degree Programme with Varese students can specialize in Innovation Economics and Innovation Management. [more](#)



There are good reasons for IBE@Hohenheim.

- You will experience a unique atmosphere on a campus enriched by a baroque palace and historic gardens and parks.
- The compact campus is located in the economically strong and innovative region of Stuttgart, ideally suited for interesting internships and many job opportunities.
- We take an integrative approach („Hohenheim model“) that combines management and economics perspectives.
- You will benefit from the variety of professors in Business, Economics, and Social Science.
- We are highly internationally oriented (teaching in English, high share of international students, Double Degree Programs).



4. How to go aboard



The following documents are required:

1. Bachelor degree in Business and/or Economics with a minimum of
 - 20 ECTS in Management and
 - 20 ECTS in Economics
2. Proof of English Language Skills
 - Average of 8 points in 4 half years of the German Abitur
 - TOEFL (Paper & Pen: ≥ 550 ; computer-based: ≥ 213 ; internet-based: 79)
 - IELTS: 6,0; UNlcert II (good)



We give preference to students with...

- An excellent school leave grade
- An excellent Bachelor grade
- A balanced Bachelor curriculum with courses in Management (10%), Economics (10%), Maths and Statistics (10%), and Seminars (5%)
- Experience abroad (studies or internships, at least 3 month, activity related to the content of this program)



You can apply online to the program.



- During application, only scanned versions of the relevant documents are required
- Original versions or certified copies have to be presented during enrollment



5. Further information and contacts



For further information, please regularly explore:

- <https://www.uni-hohenheim.de/en/international-business-and-economics-masters>
- <https://www.uni-hohenheim.de/en/ibe-apply> (with FAQ)

- The program has recently been revised
- Here, we have presented the program that is relevant for the next intake
- The websites will be updated step by step

International Business and Economics (Master's)

Your Master's Program for Success!

The M.Sc. in International Business and Economics (IBE) provides academic excellence in International Management and International Economics. In our lectures and exercises, we use case studies. Our seminars and empirical projects let you practice theory building and methods (especially application of econometrics) as well as giving you well-founded industry expertise.

- › Great career prospects
- › Possibility to obtain a double Master's degree
- › Reasons to Choose Hohenheim

[Master's informational event](#)

[How to apply](#)

Degree Master of Science (M.Sc.)

4 semesters 120 credits

Language English/German

University places 50 | [Admission limits in the previous year](#)

Location Stuttgart



Please do not hesitate to contact us:



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Thank you for your attention!

Prof. Dr. Bernd Ebersberger & Prof. Dr. Benjamin Jung