



Electives “Sustainable Business and Technology” B.Eng. Summer Semester

Environmental Policy (Prof. Dr. Dirk Löhr)

Students will gain key knowledge about the basic concepts in discussion and the actors and patterns of environmental politics in Germany and other countries. They will be able to critically discuss key issues in environmental policy and to apply the concepts in the analysis of the contemporary discussion.

Financial Management (Prof. Dr. Christian Kammlott)

Students will develop an in-depth understanding for the (financial) situation of companies, especially based on financial analytics and key performance indicators. After completing the module, they will be able to identify strengths, weaknesses and potentials of companies, identify adequate financing instruments, work out restructuring and optimization measures and map their financial consequences. Furthermore, the students will be enabled to apply the learned connections to new and practical cases. In addition, students train their social skills by assuming responsibility and willingness to learn through the self-responsible pre- and post-processing of content, recognizing and solving problems themselves, and taking on teamwork (learning) responsibility for other students as well. During presentations, students learn to professionally present their learning outcomes and to be responsible for them.

Geoengineering (Prof. Dr. Peter Fischer-Stabel)

This course provides students with the fundamentals of meteorology and climate sciences as well as the basic principles of climate modelling to understand the climate system. Based on this knowledge, the participants will be introduced in the different concepts and technologies, but also the potential and risks of Geo-Engineering. As a general learning goal, students should be able to follow the ongoing discussion regarding climate engineering and its effects on an objective science based level. In addition, they should be able to estimate the effort needed and the potential effects by the application of this technologies.

Solar Energy (Prof. Dr. Henrik te Heesen)

The students know the basics of solar energy in particular photovoltaic and solar thermal systems. They recognize technical issues and are able to apply the knowledge to typical questions in solar energy.

Sustainable Conflict Resolution – Sustainability and Law (Prof. Dr. Kathrin Nitschmann)

The students will gain knowledge about sustainable dispute resolution strategies and restorative justice in different cultural contexts and expand knowledge about the relationship of sustainability strategies and law and about the analysis of legal textual genres and legal thinking. They will become familiar with recognized alternatives of dispute resolution and their importance for sustainable decision finding within communities. They will understand the implementation of these alternatives into legal systems as part of the necessary framework for the implementation of sustainable strategies.



International Marketing and Digital Business (N. N.)

With digitalization, the demands on marketing and its use of different media have changed fundamentally. Due to the increasing international and economic interdependencies, it is also important to open up markets with different cultures addressing the needs of the consumers living there. What impact do cultural differences have on the strategy and communication policy of a company? We examine how traditional international marketing activities relate to the global market, but sadly often ignore the diversity of people and the differences between cultures and languages.

Sustainable Digitalisation in a Globalized World (Prof. Dr. Witt-Jauch)

Students will learn to understand the historic background, theoretical concepts and cultural values underlying a system of environmental protection, digitalization of the workplace, and comparative efforts to engage in environmental globalism.

They will engage in specific research projects regarding these interdisciplinary topics and learn to analyze and compose an essay project about these topics as well as present these to an audience orally.