



**TECHNISCHE
UNIVERSITÄT
DRESDEN**

<https://tu-dresden.de/bu/wirtschaft>



Studying at the Faculty of Business and Economics

School of Civil and Environmental Engineering

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Studying in Dresden

Between Classical and Cool

Dresden thrives on its world-wide reputation as a first-class art and culture city. Students should always have a jacket and evening wear handy for the Semper Opera, the Zwinger, the "Staatsschauspiel", the "Dresdner Philharmonie" and the hallowed halls of the Picture Gallery and museums. And there are many opportunities to indulge in the "real" student life as well: a broad selection of theatres, clubs, discos, concert halls, bars and cinemas is available to all. And then, there is always the Neustadt for every kind of evening out, be it low-key or all-out. Every taste can be accommodated. All the student clubs, mostly in the campus area, need to be mentioned as well. Their selection of events is incredibly multi-faceted and the prices are unbeatable.

The open-air cinema nights on the river Elbe, the Filmnächte am Elbufer, offer a selective cinema and concert programme with a fantastic view onto the skyline of the Old Town of Dresden. The contemporary music festival "Tage der zeitgenössischen Musik", and the Dresden Music Festival entice artistically inclined visitors. Students should definitely not miss participating in the Dixieland Festival or the neighbourhood street fairs throughout the city, especially the "Bunte Republik Neustadt" and the "Elbhangfest", before they graduate. Further highlights are the Student Days (Studententage) and the Blues Festival.



Sightseeing in the Region

The region around Dresden is also interesting and has a lot to offer: Saxon Switzerland is ideal for a day trip of hiking and climbing. Meissen has the famous porcelain factory and a lovely old town. In the colder months, the Ore Mountains offer a wide array of winter sports opportunities. Closer to Dresden, there are many places to discover as well. Wonderful baroque castles in Moritzburg or Pillnitz, old romantic villages and small parks that have played their roles in the local history and all have their own stories to tell.



Services around the Campus

Student life is not just about work and pleasure, though. Basic care for students in the federal state capital is also well-secured: The Studentenwerk Dresden runs dormitories throughout the city that typically provide fully furnished rooms for one to two people. An alternative is to find an affordable room with flatmates or a private flat on the open market. Furthermore, a coffee in one of the cafeterias can fill the bellies during a much needed break.

The Semesterticket ensures students full mobility and is included in the semester fee. It provides them with unlimited use of public transport: buses, trams, trains and ferries on the Elbe.

About the Faculty of Business and Economics

Brief Profil

The Faculty of Business and Economics counts around 2.500 students. The spectrum of degrees offered is especially broad, with two Bachelor programmes (Business and Economics, Business and Economics Education), two Diploma programmes (Industrial Engineering, Business Informatics) and three Master programmes (Business Administration, Economics, Business and Economics Education). The faculty reintroduced the Diploma programmes Business Informatics and Industrial Engineering at the beginning of the winter term 2014/2015. Graduates of these programmes belong to the most sought-after students of the TU Dresden. Moreover, both programmes perform consistently well in several rankings, such as the Uni-Ranking by Wirtschaftswoche and the CHE-ranking.

With a total of 22 chairs and 2 junior professorships representing the fields of Business Management, Economics and Business Informatics, research at the faculty covers a wide diversity of topics and is characterized above all by an interdisciplinary and distinctly methodology-oriented perspective. More recently the research has increasingly shifted focus towards a link to technical disciplines. This is reflected by the work of the chairs of Business Informatics, Energy Economics, Logistics, Entrepreneurship and Innovation, and Industrial Management. Furthermore, the technical orientation is represented by the young researchers group "Knowledge

and Technology Transfer", which is financed by resources of the Excellence Initiative. In addition, the faculty has a social-scientific orientation which is represented by the chairs of Economics, Business and Economics Education, and partly Business Management.

At the TU Dresden the faculty is part of the School of Civil and Environmental Engineering. Next to the Faculty of Business and Economics, the faculties of Architecture, Civil Engineering, Environmental Sciences and Transport and Travel Science „Friedrich List“ form the School of Civil and Environmental Engineering.

Former UN Secretary-General Kofi Annan was an honorary doctor of the faculty of Business and Economics at TU Dresden - alongside further representatives of international politics and business. This award was more than just a symbol: The cosmopolitan atmosphere which reigns here is also reflected in bi-national degrees with universities in Strasbourg (France), Trento and Pavia (Italy) as well as diverse university partnerships. International cooperation is also promoted by the way of annual awards. The Dr. Händel Prize und the Bundesbank-Prize, for example, enables scientific staff to conduct research abroad, and permits invitations to be extended to visiting scientists. The Professor Endriss-Prize, on the other hand, offers financial assistance to students wishing to spend a period of their studies in another country.

Study Programmes

Bachelor Programmes

Business and Economics
Business and Economics
Education

Diploma Programmes

Business Informatics
Industrial Engineering

Master Programmes

Business Administration
Economics
Business and Economics
Education



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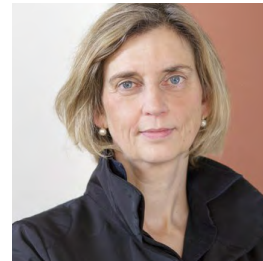
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Studying at the Faculty

Bachelor Programmes

Bachelor Business and Economics

The Bachelor of Business and Economics combines a broad business education with an economic specialisation. Within the first semesters you acquire fundamental knowledge in business subjects (e. g. Controlling, Logistics, Marketing) as well as economic subjects (Micro- and Macroeconomics). Additional subjects are Mathematics, Statistics, Law, Business Informatics and Quantitative Methods.

Beginning with the 4th semester you may choose a specialisation and acquire deeper knowledge and skills in the fields of Business Administration or Economics. Choosing a specialisation in Business Administration allows you to learn about business processes within a company, while choosing Economics will expand your knowledge in describing and analyzing the overall economic context.

Bachelor Business and Economics Education

The Bachelor of Business and Economics Education concerns the question of how economic content can be consistently mediated to different target groups (e. g. in commercial education and further training).

The Bachelor of Business and Economics Education has an interdisciplinary orientation and teaches knowledge and skills in Business Management and Economics, Educational Sciences, and Psychology. You receive a broad economic education with the possibility of specialisation starting with the 4th semester. During your study you may decide for one of two study directions. While direction I is mainly economically oriented, direction II combines Business Management and Economics with possible other general qualification options (e. g. foreign language, history, religion, mathematics). After finishing the Bachelor you are able to recognize, analyze, and understand economic and educational issues and solve corresponding problems.

Master Programmes

Master Business Administration

The Master of Business Administration gives you a solid and research-oriented management education. The program consists of different modules which allow an individualised design for a course of study which suits your planned career path. Possible specialisations include: „Accounting and Finance“, „Learning and Human Resources Management“, „Management and Marketing“, „Operations and Logistics Management“, „Car Business Management“, and „Energy Economics“. You can then fine-tune your knowledge with courses in Economics such as: „Economic Policy and Political Economy“ and „Financial Economics and Global Markets“ as well as interdisciplinary subjects.

Master Economics

The Master of Economics gives you a solid methodological and research-oriented education in micro- and macroeconomics. The modularly designed study programme allows an individualized study design by choosing one of several economic specialisations. The specialisation „Economic Policy and Political Economy“ addresses highly focused issues related to the governmental influence on economy and society. It deals with the economic activities of a state, covering taxation, social and labor market policies, as well as education, infrastructure, and environment.

By choosing the specialisation „Financial Economics and Global Markets“ the student gains an economic understanding of globalization effects on product, factor and financial markets, and learns about the opportunities and risks of global markets. The broad range of elective modules is complemented by six specialisations in Business Administration and several interdisciplinary supplemental courses.

Master Business and Economics Education

The programme allows students to identify economic and business education problems, analyze them scientifically and, with the application of economic and business education research, develop and apply independent solution options. It consists of different modules which allow an individualized design for a course of study which suits your planned career path. You can deepen your knowledge by choosing a specialisation from the fields of Business Administration, Economics, as well as from a large offer of further elective courses. Additionally, the student can choose from two possible directions that allow for differentiations in content, but result in comparable degrees. While direction I is more economically directed, direction II combines Business and Economics with possible other general qualification options (e. g. foreign language, mathematics). Both study directions qualify the student for a legal traineeship for civil service at vocational schools.

Diploma Programmes

Industrial Engineering

The Diploma programme of Industrial Engineering works at the interface of business and engineering and is therefore characterized by a highly interdisciplinary orientation. The objective of this study programme is to provide a deepening education in both economic and engineering sciences, and to allow a high degree of specialisation based on individual interests. The student will be able to recognize and solve interdisciplinary problems thanks, in part, to the required internship of at least 4 weeks. After finishing the master program, graduates are able to grasp the interdependencies of technical and economic issues and solve problems at the interface of science, economy, and technology.

Business Informatics

Business Informatics deals with the way in which IT solutions are structured, developed, or implemented for business processes and the supply of information. Furthermore, it creates an interface between Business Management and application-focused Informatics. During the basic studies, students acquire knowledge in Informatics and in Business (Accounting, Logistics, Marketing, Microeconomics, and Macroeconomics). Furthermore, Mathematics, Statistics, Law, and soft skills are also taught. During the main studies, students deepen their knowledge in elective modules which suit their planned career path. Additionally, an internship of four weeks is mandatory.

More information about our study programmes:

<https://tu-dresden.de/bu/wirtschaft/studium/studienangebot>



Studying Abroad

Contacts and Partnerships Abroad

The Faculty of Business and Economics offers a large network of international partnerships. These are divided into the ERASMUS programme and extra-European contacts. Furthermore, the option for bi-national degrees is available.

Bi-national University Degrees

There is a possibility to gain a bi-national university degree. Within an integrated degree programme with foreign partner universities several semesters at each university must be completed. The degree programmes result in a degree from the Technische Universität Dresden as well as a degree from the partner university.

France

- EM Strasbourg Business School
Master Business Administration

Italy

- Università degli studi di Trento
Bachelor Business and Economics
Master Business Administration/Master Economics
- Università degli studi di Pavia
Master Business Administration/Master Economics

Further International Cooperations

Further the faculty has contracts with partner universities in Argentina, China, Columbia, Cuba, Mexico, Russia, Ukraine and Vietnam.

Argentina

- Universidad Tecnológica Nacional (UTN), Buenos Aires

China

- Southwestern University of Finance and Economics (SWUFE), School of Business Administration Chengdu

Columbia

- Universidad del Atlántico (UA), Barranquilla

Cuba

- TU Havana, University of Havana

Mexico

- Universidad Panamericana, Guadalajara

Russia

- MGIMO/Moscow State Institute of International Relations MFA, Moscow
- State University of St. Petersburg

Ukraine

- Ternopil State Economic University, Ternopil

Vietnam

- Ton Duc Thang University (TDTU), Saigon



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ERASMUS-Contacts

Within the ERASMUS programme the faculty has cooperations with the following European universities:

Austria

- University of Innsbruck

Belgium

- Universiteit Hasselt
- Université de Liège, HEC Management School

Czech Republic

- Univerzita J.E. Purkyně, Ústí nad Labem
- Karls-Universität Prag
- TU Ostrava
- University of Economics, Prague

Croatia

- University of Dubrovnik

Estonia

- TU Tallinn

Finnland

- Lappeenranta University of Technology
- University of Lapland, Rovaniemi

France

- Université Paris Ouest, Nanterre La Defense
- Université de Strasbourg / École de Management Strasbourg
- École Centrale Paris (Campus Châtenay-Malabry)
- AUDENCIA Nantes, Graduate School of Management
- Université de Nantes
- Université des Sciences et Technologies de Lille IIAE
- ÉSC Rennes School of Business
- Université de Rouen
- Institut National des Sciences Appliquées (INSA) de Lyon
- Université Grenoble Alpes

Greece

- Athens University of Economics and Business (AUEB)

Great Britain

- University of the West of Scotland, Paisley
- University of Wolverhampton

Ireland

- University of Limerick

Italy

- Università degli Studi di Trento
- Università degli Studi di Pavia
- Università "La Sapienza" di Roma
- Università Ca'Foscari Venezia
- Università degli Studi di Trieste
- Università di Urbino

Latvia

- University of Latvia, Riga

Lithuania

- Vilnius University
- Mykolas Romeris University, Vilnius

Luxembourg

- Université du Luxembourg

Norway

- Universitet i Bergen•
- Norges Handelshøyskole, Bergen
- Norges Teknisk-Naturvitenskapelige Universitet (NTNU), Trondheim
- NTNU Trondheim, Business School

Poland

- Uniwersytet Jagiellonski, Kraków
- Akademia Ekonomiczna, Wrocław
- University of Dabrowa Górnicza

Portugal

- School of Technology and Management of Beja
- Instituto Universitario de Lisboa

Romania

- Academia de Studii Economice, Bukarest

Slovakia

- University of Economics Bratislava

Spain

- Universidad de Alcalá de Henares
- Universidad de León
- Universidad de Lleida
- Universidad Autónoma de Madrid
- Universidad Rey Juan Carlos, Madrid
- Universidad de Salamanca
- Universidad de Zaragoza
- Universidad de Granada
- Universidad de Sevilla
- Universidad de Pública de Navarra
- Universitat de les Illes Balears, Palma de Mallorca

Sweden

- Mid Sweden University, Östersund

Switzerland

- Università della Svizzera italiana, Lugano

Turkey

- Piri Reis University, Istanbul

Introduction of our Chairs

Our Chairs and Research Groups



Business Management

- Accounting, Auditing and Taxation
- Business Education and Management Training
- Energy Economics
- Entrepreneurship und Innovation
- Finance and Financial Services
- Industrial Management
- Logistics
- Management Accounting and Control
- Marketing
- Organisation
- Strategic Management
- Sustainability Management und Environmental Accounting
- Junior Research Group Knowledge and Technology Transfer



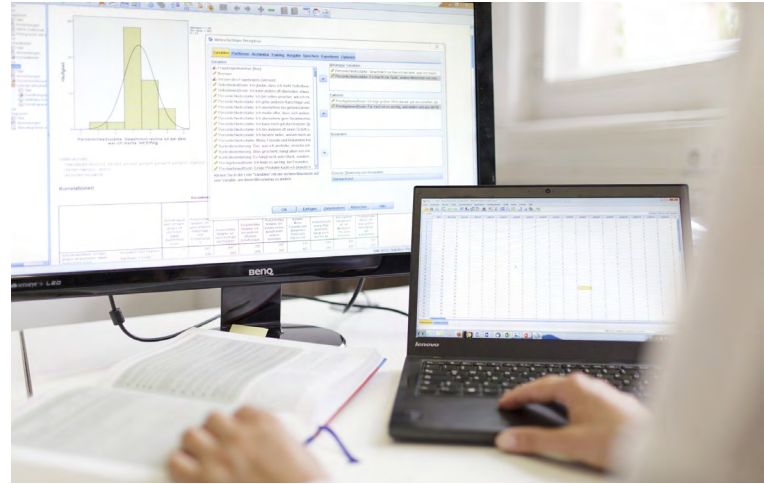
Economics

- Econometrics
- Economic Policy and Economic Research
- Environmental, Urban and Regional Economics
- International Economics
- International Economic Policy
- International Monetary Economics
- Managerial Economics
- Public Economics



Business Informatics

- Business Intelligence Research
- Information Systems in Trade and Industry
- Information Management
- Systems Engineering
- Junior Research Group Care4Saxony



Associated Professorships

Faculty of Computer Science

- Computer Networks

Faculty of Transport and Traffic Sciences

- Econometrics and Statistics, esp. in the Transport Sector
- Information and Communication Business Management & Economics
- Transport Services and Logistics
- Transport Policy and Spatial Economics

IHI Zittau

- General Business Management, esp. Controlling und Environmental Management
- International Management, esp. Communication and Knowledge Management
- Production Economy and Information Technology
- Social Sciences

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**Information on Teaching**

Intention of the teaching programme in the specialisation „Accounting and Finance“ is to acquaint bachelor, master and diploma students with the philosophy, instruments and methods of management control.

The objective of management control is to create and to evaluate accounting-based and other information to support management decisions and to coordinate other management sub-systems such as human resources, organization structure, procurement or marketing. In the last 20 years the focal topics of management control expanded progressively, so that it incorporates an extensive number of fields like cost accounting, strategic management and control, cost management, company valuation etc. The occupational profile of a controller requests expertise as well as social and personal skills (e.g., the ability to moderate meetings and workshops, to communicate, presenting skills etc.).

Research Focus

The research projects of the chair cover recent economic topics in companies and in non-profit organizations. The research programme focuses on the one hand on measuring, valuing and controlling intangible resources and on the other hand on the use and design of management control systems for organizations.

Career Perspectives

The activities of the chair's graduates are concentrated on the fields of Financial and Managerial Accounting and Control, however also in related areas such as tax and business consulting, banking and finance, auditing, project management, logistics, production or marketing.

Chair of Energy Economics

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Information on Teaching

Our curriculum focuses on an interdisciplinary approach including operational, economic and technical aspects, and has the ambition to be both – scientific and practical. For this purpose, different lectures in the field of Energy Economics (Basics of energy markets and economics, Power system economics, Renewable energy sources, Risk quantification and management, Resource economics and environmental policies, case studies and research projects in energy and environment, etc.) are provided.

Research Focus

Energy markets, in particular electricity and natural gas markets, are moving from monopolies towards regulated competition, from regional and national towards international and global corporate structures, from fossil-fuel dominated power plants to more distributed generation with an increasing share of renewable energy sources. The multiple, sometimes conflicting, requirements with regard to environmental protection, security of energy supply for all human beings and economic efficiency demonstrate that securing a sustainable energy supply is one of the ambitious challenges for the future. Energy economic research questions show up along the whole energy value chain – from energy supply through power transmission and distribution to energy demand. The analysis of such a broad research area requires business and economic approaches as well as the inclusion of engineering and social sciences, which emphasizes the interdisciplinary nature of energy economics. Research at the Chair of Energy Economics addresses questions related to the impact of economic and policy decisions as well as technological progress on the development of energy markets and systems. Main topics are the analysis of the development of European electricity and gas markets, the integration of renewable energy sources, power and congestion management and issues relating to security of supply, the evaluation of large infrastructure projects as well as issues relating to energy and resource efficiency. Due to a continuous development of applied models and methods, the Chair of Energy Economics possesses a comprehensive set of tools to respond to energy management and energy policy issues as well as to analyze and forecast short, medium and long term developments in European energy markets.

Career Perspectives

Energy economics as a possible working field for graduates is very diverse. The graduates are qualified for different functions (e.g. strategic planning, energy trading, research) and can be employed in many enterprises, including agencies, public services, local authorities, etc.).

Chair of Entrepreneurship and Innovation

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Information on Teaching

As part of the bachelor, master and diploma programmes, the Chair of Entrepreneurship and Innovation offers several courses in the fields of “Entrepreneurship/Management of Young Enterprises” and “Management of Technologies, Innovations and Products”. In a variety of lectures, tutorials and workshops the focus is set on the ability (a) to write a business plan in the context of starting up, or developing an enterprise, (b) the financing of innovations and young enterprises (through venture capital or public funding), as well as (c) property rights issues. An interactive design of the courses and the provision of practical experiences are central concerns.

Research Focus

The research activities focus on two main areas:

- Management of Innovation and Technology (e. g. technology acceptance, resistance to innovations, stakeholder)
- Entrepreneurship and Young Firms (e. g., venture capital and earlstage financing, psychology in entrepreneurship, etc.)

Career Perspectives

- Entrepreneurial thinking professionals and leaders
- An entrepreneurial approach, the development of business plans and the management of technologies, innovations and products, are important basics for a variety of jobs.
- Entrepreneurs
- Whoever wants to start up an own company, alone or in a team, benefits from the skills taught, to have a systematic approach leading to success of the venture.
- Service Provider for Young Enterprises
- Venture Capital-Companies, banks, public sector funding institutions, technology and entrepreneurship centers, ministries, consulting companies and organizations provide services for young enterprises and need qualified staff

Chair of Finance and Financial Services

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Information on Teaching

The subject of „Finance and Financial Services“ deals with the financial decision-making process of companies, private investors, and other financial institutions. The chair especially focuses on the financial management of companies as well as the structuring and governing of capital flows. In addition to the acquisition of capital, this also includes the intermediate appropriation of free financial resources for investing and hedging of funding and investments against market risks like interest and exchange rate fluctuations. Lectures in the bachelor degree course emphasize different aspects of financial management.

In the graduate programme, the Chair offers lectures on Professional Portfolio Management, Derivatives and Risk Management, as well as Asset Management. Additionally, we offer a vast amount of different seminars regarding current research topics. These seminars are characterized by a substantial contribution of the participating students in form of presentations, discussions, and project papers. Current seminars focus on capital markets and empirical finance. The lectures and seminars are completed by courses specifically designed to prepare for the bachelor, master and diploma thesis.

Research Focus

Our current research fields comprise Behavioral Finance, Credit Risk, Intraday Volatility and Agent-based Computational Finance. We discuss capital markets, valuation of derivatives, risk management and risk measures, energy finance as well as banking regulation. Detailed research topics are found on the research associates' websites.

Career Perspectives

Graduates are distinguished by the wide range of possible appointments which include among others: banks, insurance companies, business and management consulting, federal banks, auditing, and stock exchanges.

Chair of Industrial Management

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Information on Teaching

Due to the production of goods and services being greatly crosslinked, it is increasingly important in the framework of industrial management not to limit considerations to the boundaries of a company, but to extend them to the whole supply chain in which a company is integrated. The analysis of the flow of materials, goods and information beyond a single company, however, requires a substantiated knowledge of intra-company processes of production and transfer. The shared object of insight “production” is responsible for the fact that the Department of Industrial Management is an important interface of business and engineering. Hence, the subjects offered are particularly aimed at students of “Industrial Engineering” who can complete their technically and technologically aligned subjects ideally with the subject of Industrial Management.

Research Focus

The analysis of intra-company as well as inter-company flows of materials, goods, information and finances represents a vital key aspect of research. In order to further comprehend the interactions of the parties involved and the underlying power structure, game theory is introduced as an instrument of analysis. Another key aspect of research is dedicated to scheduling. By intelligent division or respectively combination of manufacturing jobs or lots significant gains in efficiency can be achieved in manufacturing. However, despite the enormous computing capacity today, extremely rarely exact solutions can be found for these highly complex problems. Thus, it is essential to find good solutions within reasonable computing times with the help of so-called meta-heuristics. Other topical key aspects of research deal with shift scheduling in railway companies as well as the integration of remanufacture, recycling and disassembling processes into classical production planning and production control.

Career Perspectives

The fields of application for graduates of the specialisation “Operations & Logistics Management” are diverse and to be found mostly in industrial enterprises, logistics service providers, consulting, trading and transportation as well as software companies. Graduates use their acquired skills and knowledge for general management tasks in production and logistics as well as for solving specific problems in the area of production planning and control, production controlling, internal logistics, transport planning, procurement, materials management or, more general, in supply chain management.

Chair of Logistics

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Information on Teaching

Content of the study is holistic, sustainable planning, market-driven designing, controlling and managing of all forward and reverse directed flows of materials, goods and information from the suppliers (resp. customers) to the company, within the company itself and from the company to the customers (resp. suppliers). The course is characterized substantially by customer orientation, holistic process control and service orientation. This focus enables graduates to recognize and analyze typical problems in the areas of logistics. Moreover, they may transform them into innovative solutions and transfer the solution into practice. The study is divided into procurement logistics, production logistics, distribution logistics, after sales logistics as well as supply chain management. Main contents of the lectures are requirements planning, quality assurance, planning according to the flow of material, storage and order picking systems, transportation management, PPS and APS systems, design of logistic processes, logistic benchmarking, ECR/CPFR and postponement concepts, quality management of logistic performance, after sales services and provision of logistic services as well as telematics in freight traffic, e-procurement concepts and cloud logistics.

Research Focus

Important fields of research include logistic benchmarking, market-oriented process design, evaluation of suppliers, supply chain risk management, risk- and innovation oriented supplier management, spare parts logistics, humanitarian logistics, integrated factory planning as well as production planning and control in dynamic production networks.

Career Perspectives

Logisticians find career prospects within companies operating in industry and trade, logistic service providers, consulting companies or specialized companies for software. Due to the high level of interrelations, knowledge of logistics is also applicable in different areas of expertise. Overall, the course of studies gives the students an interdisciplinary knowledge base to fulfill the logistic requirements of companies, which are increasing due to raising market dynamics.

Chair of Marketing

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<http://marketing.wiwi.tu-dresden.de>



Information on Teaching

The question how a company can initiate and strengthen the relationship to its customers is in the center of teaching. This includes both the „traditional“ marketing tools (product policy, price policy, communication policy, distribution policy) and marketing strategies (e.g., market development, segmentation, positioning) as well as the recently developed approaches of “Relationship Marketing” (including customer satisfaction management, customer loyalty management, and customer integration management). Moreover, essential informational principles are conveyed in form of behavioral theories (consumer behavior) as well as in form of methods of data elevation and data analysis (market research / marketing statistics). All contents of teaching emphasize not only the marketing approaches which are traditional and developed for consumer goods, but also clarify the necessary expansions and modifications for industrial goods and services.

Research Focus

The main research focus is “Relationship Marketing”, i.e. the structure and design of (long-term) relations of a company to its customers. In line with this focus, companies of industrial products as well as service providers represent one special aspect. In particular, fields of research examined so far were/are customer satisfaction, customer need life cycle management, customer integration management, internal marketing, customer communication, and price communication. To investigate these fields of research, a mixed-method approach of conceptional and empirical (quantitative and qualitative) techniques is applied, following an interdisciplinary orientation.

Career Perspectives

The acquisition of marketing knowledge in their studies prepares students for various positions in different areas of their subsequent career. In particular, those studies include activities in product management and sales in the industrial goods and consumer goods sectors, in service providers (e.g., banks, insurances, tourism), in trade as well as in management consultancies and market research institutes.

Chair of Sustainability Management und Environmental Accounting

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Information on Teaching

Our primary objective in teaching is not only to convey professional expertise but to transmit comprehensive personal competence. Our lectures promote the possibility of “active learning” through self-motivated participation. “Active learning” enables our students to gain specialized knowledge on the one hand as well as social, methodological and personal competence on the other hand. These skills can be applied to any field of work. This is a particularly tough task because so-called key qualifications cannot simply be taught; they can only be gained by the student herself/himself. Hence, in our lectures we provide our students with the necessary prerequisites to master this challenge, but still their personal commitment determines their learning success.

Research Focus

The Chair is dedicated to economic-ecologically optimization in organizations. We focus on three aspects in our research: Environmental performance, value-oriented controlling and sustainability management. Based on theoretical concepts, we improve existing concepts of Business Management and develop practically oriented applications. Our chair's projects predominantly cover the following research topics:

- Environmental Performance: Environmental Performance Measuring, Life Cycle Assessment, Eco-Auditing, Environmental Key Data, Carbon Footprint, Water Footprint
- Value-oriented Controlling: Life Cycle Costing, Process Cost Calculation, Calculation of Charges, Scenario Planning, Decision Models, Risk Management
- Sustainability Management: Corporate Social Responsibility, Stakeholder Analysis, Environmental Management, Sustainability Management, Adaptability, Innovation Management, Deceleration, Obstacles

Career Perspectives

The study programme qualifies our students for employment in all areas of sustainability- and eco-oriented organizations, such as procurement, production, marketing, controlling etc. Moreover, the public sector as well as environmental organizations and institutions on national and international level offer specific working opportunities.

Chair of Organization

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Information on Teaching

The bachelor study comprises the courses on „Basics of Managing Organizations“ and „Management of Organizations“. The first provides a general overview on basic aspects of the subject, e.g. different forms of organizations, organization culture, or change in organizations. The second is part of the module „Organization and Innovation“ of the Bachelor-degree programme and deals with issues on the management of organizational structures and processes as well as behaviors in organizations, e.g. communication, motivation, leadership, or basics of organizational change. The graduate courses on „Management & Marketing“ focus on the strategic management of organization structures and networks. In particular, the organizational capacity for innovation and change is considered. Thus, the focus lays on approaches of organizational learning, organizational development and management of change. Corresponding issues, like resistance to change, are explored further. Finally, seminars with changing topics deepen the knowledge of the subject.

Research Focus

We practice a reflexive and social-science based research in management and organization. In particular, we are interested in the double binds and paradoxes of management, for instance the dilemma of innovation and routine or stability and change. We are open and welcome the integration of socio-psychological, sociological and political science discussions and practice quantitative as well as qualitative methods of empirical research. Objects of research are for instance „Change Management in Organizations“, „Institutional Reflexivity“ or „Norms and Anomie in Organizations“. Recent empirical research for example, aims to develop, test and implement a new concept for analysing, evaluating and designing the innovation capacity of organizations. Especially, we are interested in the analysis of barriers to innovation and their sustained overcoming by reflexive routines and practices within organizations and organizational networks.

Career Perspectives

Besides business consultancies especially larger firms open up interesting job opportunities for our alumni. There, often special departments exist dealing with problems of organization design and change, like the analysis of the existing organization structures or the planning and implementation of restructuring. Further, organization-scientific knowledge is beneficial for managerial tasks in the operating departments as, for instance, human resources or controlling.

Chair of Strategic Management

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Information on Teaching

Strategic Management addresses decisions which concern the fundamental focus of firms and serve as protection for a firm's long-term success. The lecture "Strategic Management" gives a comprehensive overview of this topic. A profound theoretical base will be developed and enlarged by examples, practical lectures and exercises. Concerning the contents, the lecture focuses on principles and trends of strategic management, internal and external firm analysis, the development of strategic options at the firm level and business unit level, as well as the implementation of strategies. Alternating current topics of strategic management research will be elaborated in specific seminars. Aim of the lectures, exercises and seminars is to enable students to analyze strategic issues and to choose and implement strategies according to a firm's requirements and goals.

Research Focus

The junior professorship's research focuses on the development and dynamization of organizational capabilities; strategies and practices in coping with unexpected events; innovation management; and strategic human resource management.

Career Perspectives

After graduation, strategic management provides diverse career prospects. Alumni can work in various executive positions in almost every branch. Areas of activity are to be found in industrial and service firms, in management consulting, and in public service.

Chair of Business and Economics Education

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Information on Teaching

The Chair of Business and Economics Education offers courses for all study programmes of the faculty, in particular for undergraduate and graduate students of business and economics education. Courses comprise—beside others—the following content areas: psychological and pedagogical foundations of learning and teaching both in companies and schools, instructional theories and instructional design approaches, empirical research methods in social sciences. Furthermore, courses focus on topics in the field of human resources management, e.g. personnel selection, leadership, or work 4.0 in the digital age. After studying the basics, students can specialize in a variety of fields. The study programme aims at supporting students in the development of competence such as knowledge and skills in the respective field as well as personal and social competence. The acquired competences should enable students to successfully cope with situations in their professional life.

Research Focus

Research is oriented towards teaching and learning processes as well as instructional design applied in initial vocational and technical education, in further education and at the workplace. Furthermore, knowledge and information management is of interest. Specifically, research concentrates on the development and evaluation of complex learning environments, the learning potential of multimedia and of learning strategies. Furthermore, we specialize in diagnosing complex knowledge by using knowledge networks. A central question is how people can be empowered to learn for and in the workplace especially in view of constantly changing conditions. The chair works on interdisciplinary projects with multiple partners from private companies and the public sector, among them the BMW corporation, Robert Bosch company, the Saxonian State Ministry of Education, and Saxonian vocational and middle/high schools.

Career Perspectives

The students are qualified for diverse occupational fields, including vocational and technical training in companies, management training, human resources management, teaching in public and private schools, administration, educational management in chambers or federations, management in the private sector.

Chair of Accounting, Auditing and Taxation

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Information on Teaching

Accounting, auditing and taxation are traditional core disciplines of business administration. They are not only shaped by regulation but also by motives and incentives to disclose information (e.g., in financial statements and corporate reports), to determine payments (e.g., dividends and taxes), and to influence economic decisions (e.g., in capital markets and politics). Beyond basic knowledge in bookkeeping and accounting techniques, our teaching programme promotes a sound understanding of how regulations and incentives interact. We regard this understanding as key to assess fundamental issues such as earnings management, financial statement analysis, audit strategy, tax planning, and corporate reporting.

Against this background, our primary objective in teaching is to build sound problem-solving skills in both the German and international contexts. Therefore, our courses cover regulatory and economic approaches as well as theoretical foundations and practical applications. Renowned lecturers and practitioners contribute their experiences.

Research Focus

Our research employs analytical, conceptual, and empirical methods. It covers a variety of topics, such as financial accounting under German GAAP and IFRSs, auditing and corporate governance, auditor independence and auditor concentration, determinants and consequences of disclosure, corporate risk reporting and environmental reporting, lobbying and standard-setting processes, adequacy and consistency and adequacy of regulation in accounting, auditing, and taxation. We publicly promote knowledge transfer by regular speaker series and conferences, including the renowned 'Sächsische Steuertagung'.

Career Perspectives

Our teaching programme qualifies students for a variety of positions. Typically, our graduates start their professional careers in accounting and finance departments of financial and non-financial firms, in audit firms, in tax, business and management consulting, or in financial and tax administration. Yet, skills in accounting, auditing, and taxation also offer career opportunities in IT, project management, and financial services.

Junior Research Group Knowledge and Technology Transfer

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Aims of the Research Group

The foremost aim of the research group is the conduct of excellent, internationally visible research in the realm of knowledge and technology transfer. We thereby contribute to the TU Dresden becoming an internationally acclaimed university that combines cutting-edge research with excellent practical expertise in matters of “transfer”. The group is actively involved in various networking activities. We do our best to discover and develop synergies of local partners. Regular communication takes place with the administration of the TU (SG Transfer), TUDAG, Dresden exists and the HZDR, to name but a few. External links involve, among others, the INCHER Kassel, the Universities of Kassel and Jena and the Leibniz Institute for Economic Research in Halle.

Research Topics

Within knowledge transfer, the group primarily investigates the impact of cooperative theses (industry-university-relations) on science and industry alike. For technology transfer, we are interested in the importance of national borders as potential inhibitors. Furthermore, we conduct research on the influence of actors coming from different stages of the value chain on technology transfer success. Cutting across various aspects of knowledge and technology, our most recent project deals with institutions of transfer at universities, their relative importance and changing role over time. The Research Group uses concepts from Economics, Business Administration, Psychology and Sociology and Engineering. Consequently, our research is interdisciplinary in nature to a very large extend.

Teaching

The teaching activities of the group are strongly linked to our research orientation. We aim at increasing students' awareness for the role of technology transfer in the society by exposing them to current scientific and political debates.

Chair of Public Economics

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Information on Teaching

The state plays a governing role in our society interfering with economic activity through taxation, public debt and public expenditures. This makes an impact on the life of every consumer, employee, saver, creditor, employer and entrepreneur. Therefore, it is important to lead substantiated discussions about the appropriate extent and form of public influence on economy and society. Using economic instruments, public finance is the study of all shapes of state activity.

Research Focus

- Fiscal Federalism
- Regulation
- Political Economy
- Corruption
- Labor Market
- Environmental Economics

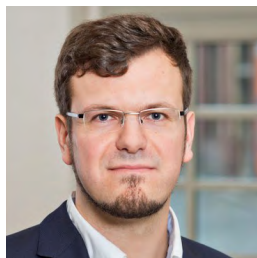
Career Perspectives

Expertise on public finance is a premise for a leading position in banking, consulting and industry, making a precise and profound opinion on economic-political grounds particularly important.

Chair of International Monetary Economics

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**Information on Teaching**

The field of international monetary economics is of highest relevance due to the large interdependencies between the financial sector and the real economy, the challenge of maintaining financial stability, as well as the numerous initiatives of regulating the financial sector. Our teaching deals with these issues building on theoretical and empirical models. Students are encouraged to derive economic policy advice, to consult up to date research papers, and to evaluate the models using real world data. In the Bachelors curriculum, we offer courses on fundamentals of macroeconomics; money, banking and financial markets; and monetary policy. In the Masters curriculum, we offer courses on exchange rates, international financial markets, and seminars on financial crises as well as international monetary economics.

Research Focus

Currency risk and the pricing of American Depositary Receipts; Political risk and the pricing and asset allocation of sovereign bonds; Market based models of bank default risk; Central transparency and international investment; Voting behaviour in monetary policy committees

Career Perspectives

Finance sector (banks, insurance companies, regulators, central banks, etc.); Health sector (health insurance companies, accredited physician associations, government agencies, hospitals, etc.)

Chair of International Economic Policy

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Information on Teaching

Courses in “International Economic Policy” discuss the economic foundations of economic policy measures in the context of globalization.

The lecture “Economics of European Integration” applies concepts from micro- and macroeconomics to discuss the process of integration towards the EU as we know it today. It further analyses common EU policies, such as the common EU trade policy. Current topics include Brexit, the European migrant crisis, and causes and consequences of the euro crisis.

The lecture “Environmental Economics”, in turn, develops a solid conceptual basis to analyze environmental problems from an economic perspective and to discuss environmental policies. One focus is on transnational environmental problems, like climate change, and on the non-cooperative game theory of International Environmental Agreements.

The offered seminars on “Topics in International Trade” allows students to approach current research in the field of trade and the environment.

Research Focus

Current research concentrates on the fields of trade and the environment, climate change, and environmental policies. Here, a particular focus is on the role of firm behavior and market structure, as well as the interrelations between climate policies and international resource markets. It is based on environmental and resource economics, international economics, and methods of microeconomics and industrial organization.

Career Perspectives

Students that focus on “International Economic Policy” have diverse career perspectives. For instance, they are properly skilled to work for International Organizations, NGOs, federal ministries or think-tanks. Economists with international focus are equally demanded by consultancies, banks or insurance companies. Due to the research-oriented teaching approach, students in “International Economic Policy” may well consider to stay in academia or to work for an economic research institute.

Chair of International Economics

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Information on Teaching

The Chair of International Economics offers lectures and seminars covering many different aspects of economic globalization. At the undergraduate level, we offer the lecture "International Trade: Theory and Policy" that focuses on topics related to the internationalization of goods markets.

For graduate students, the core lecture we offer is "Advanced International Trade", giving an in-depth overview over classical and modern theories for the explanation of international trade. In addition, there are two lectures focusing on the role of individual firms in the global economy, namely "Economics of Multinational Enterprises" and "Global Organisation of Production". The teaching portfolio is rounded off by seminars on specific topics in International Economics at the undergraduate and graduate level.

Research Focus

We are currently working on a large research project focusing on different aspects of the „new distributional effects of globalisation“. The distributional effects we analyse are „new“ in the sense that they can only arise in frameworks that allow for heterogeneous populations of economic agents (workers and firms). As a consequence of this assumed heterogeneity, which is of course well in line with what we observe empirically, globalisation has firm-specific and worker-specific effects that would not materialise in a more traditional model that assumes identical agents within each group. Other current research projects focus on the internationalisation of production and on the effects of international trade on the environment.

Career Perspectives

An academic degree in Economics can be the foundation of a great many careers in the private or public sector. Successful applicants at all levels (whether with an undergraduate, a graduate or a doctoral degree) are typically able to show evidence for in-depth knowledge of modern economic theory and modern empirical methods. The courses mentioned above are designed to help informing such a profile.

Chair of Managerial Economics

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Information on Teaching

In the German speaking area the research field of Managerial Economics or applied microeconomics is still less prevalent than in Anglo-Saxon countries, where we find an already established research tradition. The focus lies on strategic aspects of individual decisions of agents on markets. The central goal is a realistic characterization of agents and markets by building adequate and state of the art models and theories. Of particular interest are market processes and structures of dynamic competition, with firms commanding market power.

Industrial organization deals with specific strategic aspects of firms in competition on markets. Game theory offers a more general analysis of strategic interaction of economic agents. Innovation economics deepens the understanding of R&D and imitation competition. Main research fields of the chair incorporate interdisciplinary insights from psychology and mathematical modelling in biology and physics, which culminates in the emerging fields of evolutionary and complexity economics. Evolutionary and complexity economics investigate processes out-of-, far-from or at the superlative comparison – even without a sensible notion of equilibria. In behavioral economics standard economic assumptions are re-examined and replaced using a psychological approach and experimental methods.

Research Focus

Research topics solve microeconomic problems using behavioral and evolutionary methods. Current questions are among others: Are economic processes rather determined by equilibrium forces or by evolutionary principles? Are economic processes governed by randomness or necessity, or are they contingent? What follows from the bounded rational behavior of decision makers for the economy? How does the announcement of predictions and theories affect the research object? Under which conditions groups make optimal decisions? There are contacts to private firms for seminar and graduate papers.

Career Perspectives

Preferred areas of deployment are economic and strategic oriented departments of firms, government authorities as well as international organizations and management consultancies.

Chair of Econometrics

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Information on Teaching

Econometric analysis intends to evaluate economic models from a theoretical and empirical point of view. Its ultimate target consists in forecasting. This is possible if stable structural cause-effect relationships have been detected in past observations. Students shall be enabled to specify, analyse and interpret econometric models on the basis of economic theories in an appropriate way. Students shall be able to work with econometric models for time series, cross-sectional and panel data. A further educational objective is to qualify students to estimate the models with suitable software.

During the Bachelor studies, students can participate in the lectures „Basic of Econometrics“ and „Specialisation of econometrics“. These lectures deals with the linear regression models. In the following Master studies, students can amplify their econometric competences by participating in the lectures „Microeconometrics“, „Time series econometrics“, „Quantitative analysis with R“ as well as „Multivariate statistics“.

Research Focus

A current research project deals with credit risk modelling. In 2008 the bursting of the real estate bubble causes the worldwide financial crisis. This happend due to the real estate loans, which had been awarded on a large scale, even to individuals who, based on their financial situation, ought not to have received any credit. The example shows how uncontrolled granting of loans can give rise to global financial and economic crises. That is why reliable assessment of credit risks is enormously important to banks. The chair of econometrics researches into methods that can be used to provide a reliable assessment of a borrower's credit risk.

Career Perspectives

Banks, the Finance and Insurance Industry as well as Institutes for Economic Research need to setup econometric models and interpreting the results in a proper way. Therefore the taught competences at the chair of Econometrics are a well preparation for students who want to work in this field.

Chair of Environment, Urban and Regional Economy

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Information on Teaching

Master courses in applied equilibria modeling

Research Focus

- Green Growth, Directed Technical Change, Technology Transfer,
- Energy Efficiency
- Modelling Regional Development (CGE Models)
- Spatial Aspects of Municipal Finance
- Valuation of Ecosystem Services

Career Perspectives

International organizations, research institutes, consulting, economic and strategic departments of ministries

Chair of Economic Policy and Economic Research

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Information on Teaching

The Chair contributes actively to the economic specialisations „Economic Policy and Political Economy“ and „Financial Economics and Global Markets“ of the Bachelor-, Diploma- und Master programmes of the Faculty. It offers the compulsory course “Strategy and Competition” conveying core concepts of price, competition and game theory. Moreover, the courses „Introduction to Economic Growth“ and „Economic Inequality“ provide insights into the fundamental determinants of the level and the distribution of income from both national and international perspectives. The ensuing questions are analysed in more detail and topical focus in the Master courses “Economics of Education” and “Economics of Migration”. The programme is complemented by seminars on current topics in economic policy at both the Bachelor and the Master level.

Research Focus

Regarding research, the Chair highlights the economic role of human capital. Accordingly, Education Economics, Migration and Demography figure prominently in our research programme creating straight links to adjacent fields like the Economics of the Welfare state (including labour markets, old-age security, and family policy), Growth Theory and Industrial Economics, Fiscal Federalism and the Economics of Politics. In terms of methods, we pursue an applied-microeconomic and empirical approach.

Career Perspectives

Our alumni are equipped with skills attractive for all employers requiring sound analyses of economy-wide interrelations. This applies mostly to government bodies and public administrations, but also to international organisations and larger-scale companies. However, exact career prospects are definitely shaped more by the decision between the above-mentioned specialisations than by attending specific courses offered by this Chair.

Chair of Business Intelligence Research

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Information on Teaching

The chair sees itself as a research, teaching and transfer center for Business Information Systems and related areas of business management and deals with Business Intelligence (BI), i.e. the analysis, design and evaluation of management support systems in both teaching and research. In the course of their studies, students acquire substantial science-based knowledge and skills in the analysis, description, design, and evaluation of such Business Intelligence Systems. As a result, the students will be able to identify, extract, store, and analyze key information required for running a successful company. Therefore our students gain both the theoretical and practical knowledge to design and implement an analysis-oriented storage in the form of data warehouses. In order to provide the management with adequate reports and data analysis, students are enabled to create business reports with a set of multiple software packages. In addition to that, students are familiarized with data mining algorithms, helping them to uncover unknown relations and patterns in datasets that provide added value to a company. With graduation, the students will have gained the competencies to meet the job profile of the Data Scientist.

Research Focus

The research as well as the focus of numerous projects with practical partners are centered on Business Intelligence as an information technology, including its facets: data warehousing, online analytical processing, data, text and web mining as well as management reporting and information dashboard design. Aside from conducting research in emerging fields like Big Data and Industrie 4.0, viewing Business Intelligence in the context of various application domains is also a main subject of interest. Those domains include controlling (performance measurement), electronic commerce, customer relationship management (recommender systems), production (process quality mining) or social media (opinion mining).

Career Perspectives

Possible job opportunities for graduate students are offered by all companies that use information technology in the context of large data sets and decision support. Business Intelligence is an essential concept for the management and strategic alignment of modern companies. As a result, it is important to sustainably increase the company's success with the help of business intelligence. Consequently, our graduates can be found in IT consulting firms all over the world. According to a study from 2010, that was conducted by the University of California in San Diego, the career of a Business Intelligence specialist is among the top 3 of the „10 hottest careers“ in the upcoming years.

Chair of Information Management

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**Information on Teaching**

Research-led, application-oriented topics are the digital transformation processes in corporate communications, knowledge management and community management. Conceptual lectures, accompanying, method-oriented exercises and application-oriented design projects are the predominant teaching forms in the bachelor courses of the faculty and in the basic studies in Diplom Wirtschaftsinformatik. In the main study period Diplom Wirtschaftsinformatik and in the Master's programmes, interdisciplinary, interactive and seminaristic offers dominate which are increasingly supported by digital forms of teaching and learning, also in English. They are supplemented by extensive, individual self-study (technical literature, online materials), interactive small group projects (case study work) and accompanied by method- and tool-oriented exercises in small working groups and seminars.

Research Focus

The current research profile is characterized by an application-oriented, design oriented view of collaborative knowledge work and digital transformation processes in organisations of business and administration and is characterized by an inductive-analytical approach. It developed out of the professor's commitment first in hypertext research (1989-1993), later in design projects of an integrated, multimedia document management (1994-2000), in design issues of computer-aided group work (CSCW; since 2001) and their application to knowledge management in organisations based on social software applications (since 2006). In recent years, topics of community management and learning analytics have gained in importance. Consistent application contexts are the digitisation of teaching and learning processes and organisational learning in knowledge management.

Career Perspectives

- IT consulting, business consulting & systems analysis
- Internal and external corporate communication
- Information and knowledge management
- Digitalisation in organisational learning and in company qualifications

Chair of Information Systems, esp. IS in Manufacturing and Commerce

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Information on Teaching

The chair's research and teaching centers around information systems (IS) supporting business processes in manufacturing and commerce.

In teaching we mainly focus on the issue how information systems and technologies can be used to materialize the idea of fully integrated business processes supporting an end-to-end perspective on the enterprise or via inter-organizational processes on a business network.

From a conceptual point of view, this means looking at different aspects of architecture and integration as well as potential technologies for implementation in combination with managerial issues. Enterprise systems (such as SAP ERP) play an important role in this context, as they constitute the core of business applications in industry and commerce today, usually required as a starting point in digital transformation initiatives. Thus, these systems are further explored in hands-on exercises, simulation games and projects. Underlying these systems and inseparably linked to them are reference models that are usually organized from different perspectives (e. g. data, organization, tasks, processes). We look at them in form and content.

Research Focus

The chair's research focuses on the successful implementation and use of enterprise systems and their alignment with business goals (enterprise architectures, business/IT alignment, industry 4.0, digitalization). Within this field we specifically focus on industries such as manufacturing and commerce. Our research on application systems follows the ideas of application lifecycle management which emphasizes a holistic approach to application development, implementation, operations and the respective management and governance issues (such as IS sourcing, lean IT, business-managed IT, maturity models). We follow a multi-methodological approach by combining qualitative and quantitative research. Besides conducting empirical research we also apply design science approaches.

Career Perspectives

Business information systems expertise can be regarded as one of the key contemporary qualifications for today's professionals who prefer not to be held back in the business world by the limitations of a single discipline. Our students obtain this basic qualification right from the beginning and at a later stage further develop their profile along the kind of qualities typically expected from IT managers and consultants. They can be employed in almost any position in the context of digital transformation projects.

Chair of Systems Engineering

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**Information on Teaching**

Main focus of our research and teaching activities are methods for the analysis, design and management of business information systems. An information system is the information processing part of private enterprises or public administrations. In the undergraduate courses the main objective is to provide the students with the core concepts of business informatics, especially systems engineering. The lectures cover projects and architectures, development of information systems and standard software systems. By learning a programming language the students develop an understanding of the possibilities and constraints of implementing business concepts in software systems. During the postgraduate courses these topics are further advanced. With the help of case studies students apply their knowledge and train their skills in the analysis and design of information systems development. Major topics are languages and methods of enterprise modelling and architectures as well as project management. In addition to that, current topics in business informatics are discussed.

Research Focus

Object of our research is information modelling to implement strategies in information systems, for example in the context of valuebased management. Method engineering is a prerequisite to this and includes the development of methods, which describe the construction, modification, and use of information models. In extend to this, the use of modelling methods and the necessary technical basis are explored. We apply our theories in the field of healthcare, energy, environment and quality management as well as in the field of engineering.

Career Perspectives

A degree in Business Informatics offers a wide range of career opportunities. The acquired analytical capabilities in information modelling allow the planning and implementation of complex information systems as well as the implementation of business strategies. The application area of our alumni includes the realization of customized IT-projects as well as consulting and enterprise planning.

Junior Research Group Care4Saxony

Innovative care models through digitization

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Team

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- Chair of Technical Information Systems, Institute of Applied Computer Science, Faculty of Computer Science, Technische Universität Dresden: Bastian Wollschlaeger
- Research Association Public Health Saxony/Center for Evidence-based Health Care, Faculty of Medicine Carl Gustav Carus, School of Medicine, Technische Universität Dresden: Lorenz Harst
- Department of Medicine III, Prevention and Care of Diabetes, Faculty of Medicine Carl Gustav Carus, School of Medicine, Technische Universität Dresden: Patrick Timpel





Objectives

The Junior Research Group Care4Saxony mainly focuses on an intensified use of information and communication technology (ICT) for the delivery of healthcare to the Saxon population. Within the framework of practice-oriented research, a translation concept is being developed to combat the negative effects of lacking medical specialists and demographic development in an interdisciplinary group of researchers from computer science, medicine, technology and economics. Through the synergetic interweaving of the excellent research institutions and their researchers, the Junior Research Group will build up personalities with unique, interdisciplinary qualification profiles, which, in the future, will provide important impulses for Saxony as location for life, business and science. Professional as well as personal diversity and equal coexistence are important working principles. The junior researchers will promote the further development of university education, create new business models for the healthcare industry and help to shape the political agenda. Care4Saxony's goal is to exploit the innovation potential of science in order to provide a sustainable, substantive and structural contribution to the attractiveness and competitiveness of the Free State of Saxony on the basis of synergetic cooperation.

Research Topics

The research of Care4Saxony focuses on three exemplary application scenarios, which are particularly important due to the prevalence of the Saxon population and the demographic trend: stroke, diabetes and geriatrics. Access to the scenarios is given through the associated project partners and their networks. The scientifically interdisciplinary support of the supply scenarios with the topics of supply innovation, quality development and assurance as well as ICT support are used to investigate main determinants of successful translation. The results are incorporated into a translation concept to promote the diffusion of innovative care models. Care4Saxony should expand Saxony's leading role in the area of health and ICT by joining forces between medicine, technology and humanities.

Teaching

The members of Care4Saxony engage in teaching in a variety of ways. Due to the special expertise in the areas of health care and management, the junior researchers look after the courses Health Information Management (HIM) and Health Care Management (HCM) providing the students with interdisciplinary, up-to-date scientific knowledge of these subject areas.



Honorary Professors and Retired Professors

Business Management and Business and Economics Education:

<https://tu-dresden.de/bu/wirtschaft/die-fakultaet/professuren-lehrstuehle-und-forschungsgruppen/bwl>

Economics

<https://tu-dresden.de/bu/wirtschaft/die-fakultaet/professuren-lehrstuehle-und-forschungsgruppen/Economics>

Business Informatics

[https://tu-dresden.de/bu/wirtschaft/die-fakultaet/professuren-lehrstuehle-und-forschungsgruppen/Business Informatics](https://tu-dresden.de/bu/wirtschaft/die-fakultaet/professuren-lehrstuehle-und-forschungsgruppen/Business%20Informatics)

Networking

Student Associations

Student Representatives for Business and Economics (FSR WiWi)

Each year, 15 members are elected, although all students are allowed to participate in the FSR's work and meetings. Our scope of work is broad. The broad range of offers for students includes:

- Organising and implementing orientation events for new students ("ESE-Woche")
- Archiving exams from previous semesters and taking care of the book exchange
- Offering advice to students
- Organising the legendary Christmas and summer parties
- Supporting the "Day of the Faculty"
- Networking across Germany with other student representatives and participating in the "Bundesfachschaftenkonferenz"

Furthermore, we take the students' interests into consideration by participating in boards and committees such as the examination board, the academic affairs committee, the faculty board or the STURA.



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IG Börse – Community of Stock Exchange Enthusiasts e. V.

We have made it our task to promote shareholder culture in the greater Dresden area through discussions, seminars and lectures. People interested in the stock exchange meet regularly on Mondays from 6:30-8 pm in the Auditorium Centre (HSZ) room E05. Since 1995, the IG Börse Dresden e.V. has established itself as a forum for exchanging news on the global financial markets. The association offers the opportunity to make interesting contacts – be it at the Dresden Stock Exchange Day or on stock exchange trips to global financial capitals. IGB members can find publications and professional support in the association's own library and through attractive magazine subscriptions. Students can also gain insight into the world of the stock exchange through the „Börsenführerschein“, which is offered as part of the „Scientific and Practical Work (WPA)“ module.



IG Börse Dresden e.V.



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VWI University Association e. V.

The VWI University Association is part of the Verband Deutscher Wirtschaftsingenieure (German Association of Industrial Engineers – VWI). Our primary goal is to represent industrial engineering students' interests and we are the point of contact for technical subject areas. Nevertheless, our events are open to all students! We want to show that studying is not just about theory. We organise practical seminars, interesting excursions and visits to companies that guarantee fun for all. We are always busy planning new events and welcome new members to join the association. We haven't forgotten the actual studying part though – We also support students by providing them with insider tips from more experienced students. We are also a member of ESTIEM, the European Student Association for Industrial Engineering and Management. Our events include case study competitions (T.I.M.E.S.) and seminars on current European topics.



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nexus – Alumni Association of TU Dresden's Faculty of Business and Economics

nexus

In 1995, the alumni association of the Faculty of Business and Economics, nexus e.V., was founded. Dedicated alumni came together to create an open network between alumni, professors, employees and students. Today, the association thrives on „new“ and „old“ acquaintances, a diverse range of events and industry-spanning, national and international ties to companies, public administration, research and the political sphere. nexus e.V. supports the exchange between science and practice and is a place where fond memories of student life in Dresden can be shared. The nexus GO THERE event allows students to visit well-known businesses on site, establish contacts and get information about career options. The INTRODUCE YOURSELF programme invites alumni who have already begun their careers to show students career possibilities and provide insight into life as a professional.

The annual ALUMNI BALL celebrates the transition from student life to a career. Professors, students, colleagues and family come together to celebrate graduation from university with music, dancing and a tasty buffet.

At the annual COMING HOME event, former fellow students reunite, take part in a planned weekend event and reminisce about attending university in Dresden.

BACK TO UNI also invites former students to return to the faculty. Participants can take part in work-shops and attend interesting lectures on science and practical experience. Furthermore, nexus e.V. organises individualised TOURS of the old campus to bring back the lecture hall atmosphere. Finally, there are GET TOGETHER meetings across the country for nexus members and alumni.

There are a lot of ways to stay in contact – but you should remember one name: nexus e. V.!

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www.facebook.com/nexus.dresden
https://twitter.com/nexusDD_eV

PAUL Consultants e. V. – Management Consulting by TUD students

Another typical day at university: you're sitting in the lecture hall and the professor is standing at the front trying to interest you in the mysteries of investment calculation, software engineering or social research. You're accumulating more and more knowledge in the hope that you'll be able to apply it at some point. But why wait so long when you can get active and gain practical experience now?



Students at TU Dresden asked themselves the same question back in 1996 and founded the junior enterprise PAUL Consultants to be able to learn from companies in projects ("in Projekten Aus Unternehmen Lernen"). Here at PAUL Consultants, students from all disciplines and years can get involved, contribute ideas and gain practical experience in various consulting projects.

We focus on projects with companies, but we don't forget to learn actively and have fun at the same time. We achieve this through numerous activities, practical training and interdisciplinary cooperation in different areas. You will also gain a lot of experience and gather extensive contacts to the business world and other students. It will help you build the perfect foundation for your future transition into a career, and it makes for an exciting addition to your theory-focussed daily life.

Are you interested? Then register here for an initial discussion and find out more about PAUL: www.paul-sucht.de

We look forward to hearing from you!



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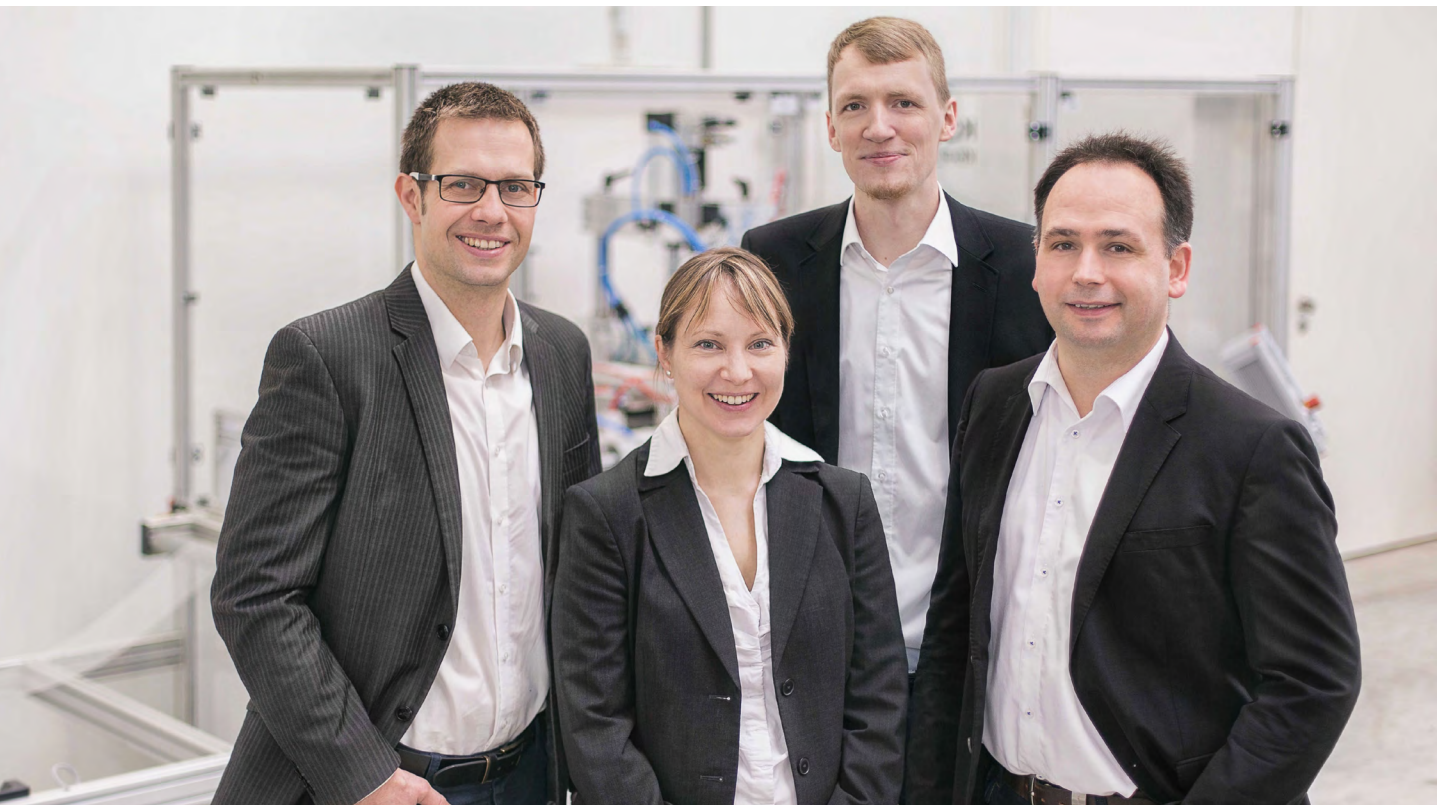
www.paul-consultants.de

Starting a Business

dresden | exists

dresden | **exists**
WISSEN. GRÜNDEN. UNTERNEHMEN

Do you think about starting your own business? dresden | exists encourages students, alumni and scientists to turn business ideas into successful products and services. With 20 years of experience, the start-up service guides the commercialization of research results and the process of founding a company. A team of consultants acts as sparring partners and offers support through individual coaching, training and access to external partners. Specialized incubation programmes for software-based business ideas and life science spin-offs map out the course from the first idea to a solid business model. Furthermore, various events provide insights into the start-up scene and opportunities for networking.



The founders of watttron (from left to right), Ronald Claus von Nordheim, Michaela Wachtel, Marcus Stein and Dr. Sascha Bach, develop and produce heating

systems for thermal forming processes, e. g. for the packaging industry. Their technology allows precisely defined heating, thus saving material and energy.

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GründerGarten e. V.



... the student entrepreneurship initiative of Dresden's higher education institutions

Are you interested in young companies and startups? Do you already have your own idea for a startup?
We encourage open-minded discussions on entrepreneurship and startups! But that's not all – the GründerGarten also plays the role of an educator by presenting attractive career options related to startups. Using our widespread network, we are able to provide you with contacts to all important stakeholders of the local startup scene and beyond. One focus of our work is also to develop our own startups ideas into real companies.
If you find this just as exciting as we do, then simply contact us!



Contact:

wir@gruendergarten.de

www.gruendergarten.de

[www.facebook.com/
GruendergartenDresden](https://www.facebook.com/GruendergartenDresden)

www.twitter.com/gruendergarten

Supporting our Network

Association for the promotion of economics at the TU Dresden

The Association for the Promotion of Economics at TU Dresden e.V. was founded in October of 1995 as a non-profit association. Its aim is to promote the exchange of experiences from science and practical application and to promote research and teaching at the Faculty of Business and Economics. Members of the association can be individuals or legal entities as well as other legally responsible associations under public or private law who would like to support the subject of business and economics at TU Dresden, by contributing either ideas or resources.

The association is exclusively and directly dedicated to non-profit causes such as

- raising funds,
- organising lecture series and conferences,
- supporting teaching and research tasks by providing scientific equipment, materials, and working and teaching resources.



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<https://tu-dresden.de/bu/wirtschaft/bwllog/die-professur/vffw>

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Dean

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