

Winter term 2015/2016

degree	titel of event	lecturer	ECTS
B.Sc.	Projekt FIRST VI – Internationale Corporate Governance	Marius Frederic Gros	12
	The course enables students to distinguish between different systems of corporate governance as well as to understand the role of financial reporting and auditing play within corporate governance. Students are familiar with the regulatory environments of different jurisdictions, board responsibilities and related research papers.		
B.Sc.	Teaching Project Globalization IV -Economics of transition and emerging countries	Prof. Dr. Jutta Günther	12
	The course deals with the processes of internationalization of research and innovation which have become more and more important in the global economy over the last 15 to 20 years. The seminar will particularly focus on the role of multinational companies in these processes from a theoretical and empirical perspective. Empirical findings from recent scientific literature will be dealt with. Students are expected to employ the theoretical foundations to case studies of MNE. An emphasis will be put on the role of MNE in transition and emerging economies		
B.Sc.	Strategic Management	Prof. Dr. Carolin Decker	6
	<p>In this lecture, we focus on topics pertaining to all stages of the alliance management process. We start with issues related to the alliance formation stage, such as partner search and selection, and continue with alliance governance and design, such as contract design choices and formal and relational mechanisms for the coordination of collaborative interfirm relationships. Topics referring to the postformation alliance stage are then, e.g., interfirm knowledge transfer and alliance evolution. A critical issue in alliance management research is the measurement of the performance outcomes of interfirm partnerships. So, concerning alliance termination, we discuss issues alluding to alliance success and failure.</p> <p>Alliance Formation and Partner Search and Selection</p> <ol style="list-style-type: none"> 1. Financial and technological factors affecting alliance partner selection 2. Search utility and search costs 3. Market valuation of alliance announcements <p>Alliance Governance and Design</p> <ol style="list-style-type: none"> 4. Benefits and pitfalls of contractual complexity: Safeguarding versus flexibility loss 5. Trust and formal contracts in strategic alliances 6. Alliance governance costs 7. Regional clusters: Strengthening the competitive position of small and medium-sized companies 8. Organization of organizations: Cluster alliances as a means to span organizational, regional, and (supra-)national boundaries in selected industries <p>Postformation Alliance Management</p> <ol style="list-style-type: none"> 9. Knowledge transfer in strategic alliances: The impact of knowledge attributes on the choice and effectiveness of governance mechanisms 10. Knowledge protection: The effectiveness of formal and relational alliance governance mechanisms 11. Equity-based versus contract-based alliance forms: Refining the governance type of existing alliances 12. Dedicated alliance functions: Roles and tasks 13. Learning from alliance contracts: The impact of partnerspecific and general alliance experience on subsequent contract design choices 14. Forms of network governance 15. Benefits and pitfalls of alliances and networks 16. Measuring alliance performance 17. Knowledge protection: The effectiveness of formal and relational alliance governance mechanisms 18. Alliance experience and Alliance capability: Partner-specific and collaborative performance outcomes 		

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B.Sc.	International Business Environment	Prof. Dr. Sarianna Maarit Lundan	6
	The origins and impact of the economic, social and institutional differences between countries, and their implications for firm strategy. The political and social role of multinational enterprises in their home and host countries.		
B.Sc.	Teaching Project International Management	Prof. Dr. Sarianna Maarit Lundan	12
	Research topics or case-based projects on international management that are grounded in practice.		
B.Sc.	Transport Economics	Prof. Dr. Irina Dovbischuk	6
	The general structure of the course is as follows: <ul style="list-style-type: none"> • Management orientated classification • Transport modes and their relevance for logistics • Planning objectives and interrelations • Cooperation and competition in transportation • Sustainability and security • Relations to supply chain management and meso-logistics 		
B.Sc.	Teaching Project Globalization I – Advanced Innovation and Information Econom.	Kalevi Kyläheiko	12
	The focal point of the course is the question of “how the firms can profit from their innovation”. How the information society can benefit from the knowledge-related positive externalities? The importance of productivity as a source of social welfare. The basic approaches within economics-based strategy research will be analyzed (Porterian five forces model, transaction cost analysis, resourcebased view, evolutionary and dynamic capability views). Special features of the modern information society will be highlighted using digitalization as an example.		
B.Sc.	Quantitative Economic History	Marco Sunder	6
	This course provides a broad overview of living conditions in preindustrial societies and addresses the question which factors and historical events contributed to an early onset of long-run economic growth in some parts of the world, and thus to the modern wedge in per-capita incomes across countries. Students read research articles with an empirical emphasis, scrutinize them, and replicate selected results with the help of the computer (hypothesis tests, simulations). Devised as a mixture of lecture and seminar elements, this course requires the willingness to read assigned journal articles ahead of meetings.		
B.Sc.	Internationalisation of Research and Innovation	Prof. Dr. Jutta Günther	6
	Te course deals with the processes of internationalization of research and innovation which have become more and more important in the global economy over the last 15 to 20 years. The seminar will particularly focus on the role of multinational companies in these processes from a theoretical and empirical perspective. Empirical findings from recent scientific literature will be dealt with. Students are expected to employ the theoretical foundations to case studies of MNE. An emphasis will be put on the role of MNE in transition and emerging economies		

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B.Sc.	Human Behavior in Organizations	Prof. Dr. Christian Claus Cordes	6
	1. Introduction The Motivational Basis of Organizational Behavior I: The Problem of "Crowding Out" 2. Principal Agent Theory 3. Transaction Cost Economics The Motivational Basis of Organizational Behavior II: Egoism and Opportunism 4. Path Dependencies in the Theory of the Firm The Motivational Basis of Organizational Behavior III: Cognitive Constraints 5. Behavioral Approaches to Firm Behavior I The Motivational Basis of Organizational Behavior IV: Aspiration Adaptation Theory 6. Behavioral Approaches to Firm Behavior II The Motivational Basis of Organizational Behavior V: Identity 7. Developmental Approaches to the Firm The Motivational Basis of Organizational Behavior VI: Cognitive Frames 8. Case I: Southwest Airline 9. The Role of a Corporation's Culture The Motivational Basis of Organizational Behavior VII: Empathy and Human Cooperation The Motivational Basis of Organizational Behavior VIII: Trust 10. A Naturalistic Approach to the Firm The Motivational Basis of Organizational Behavior IX: Social Learning 11. Corporate Cultures and Industry Evolution 12. Case II: Baxter Boys 13. Old Institutionalism and Organizational Behavior 14. Conclusions: Do We Now Better Understand Human Behavior in Organizations? Excursus: Education at Business Schools and Its Implications		
M.Sc.	Teaching Project Financial Management The contents of the course depend on the specific topic and may change every academic year. Possible topics might be: - Design and implementation of efficient market studies - Forecasting models and asset allocation - New approaches to portfolio optimization - Performance analysis of mutual funds	Prof. Dr. Thorsten Poddig	12
M.Sc.	International Business Strategy This course provides the first part of the conceptual framework for the Seminar and Project in International Management and Governance. We examine the interplay between firm-specific and country-specific advantages, as well as the functional issues related to areas such as the internationalization of innovation and sourcing. We also re-examine the critical entry decision for MNEs, particularly in emerging markets. This course builds on the foundations laid by the bachelor courses International Management and International Business Environment, and some familiarity with the key concepts introduced there (or on a similar course elsewhere) is desirable, although not absolutely required. The course is based on lectures and some case studies.	Prof. Dr. Sarianna Maarit Lundan	6
M.Sc.	Proseminar Research Methods in International Business This seminar aims to introduce students to the most important research methods in International Business. Based on realworld data-sets different methods will be introduced. This knowledge will be applied in practical group assignments. The results will be presented and discussed	Prof. Dr. Sarianna Maarit Lundan	6
M.Sc.	Proseminar Empirical Accounting Research The students are familiar with selected papers in well-known scientific journals in the area of accounting. They understand common approaches and methods to problems in accounting. They are able to apply these approaches in their own research. Students know the historical background and evolution of current accounting theories. Students are also aware of alternative concepts and views so that they can take their own critical view on the papers discussed	Marius Frederic Gros	6
M.Sc.	Innovation and Economic Policy Students learn what „innovation policy“ is and why the state may play an important role (economic policy). The rational for innovation policy will be covered from a theoretical perspective and diverging theoretical perspectives will be discusses, especially the market failure versus system failure perspective. You will study innovation policy in different countries and assess their approaches against the theoretical background.	Prof. Dr. Jutta Günther	6

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M.Sc.	Innovation Economics: Theory	Prof. Dr. Christian Claus Cordes	6
	Based on theoretical concepts of asymmetric information and market failure, the role of the state in research and innovation activities will be examined including regulatory aspects like intellectual property rights. The passive and active role of the state will be discussed. Based on the organizational and institutional framework of the German (and European) science and technology system the course will cover examples of innovation policy and discuss their impact on economic performance and competition. Additionally, the role of innovation policy as a means of fiscal policy in an economic crisis (recession) will be covered as a special topic.		
M.Sc.	Innovation and Economic Development Emerging Markets	Björn Jindra	6
	The seminar gives master students a further overview of the theoretical and institutional foundations of the economic activities of the public sector. After having studied the seminar, with comprehensive economic state-of-the-art analytical instruments the students will be able to identify possible reasons for state interventions (e.g. market failure) and to assess the impact of economic policy instruments.		
M.Sc.	Evolutionary and Institutional Economics	Prof. Dr. Wolfram Elsner	6
	The students will develop an in-depth understanding of problems of direct interdependence and related complex individualistic decision problems. They will be expected to generate an understanding of resulting evolutionary processes of emergent institutionalized coordination and cooperation. They will learn the properties of different decision structures and resulting evolutionary processes and equilibrium vs. optimal strategies. They also will learn a set of core models of modern evolutionary-institutional complexity economics. Economic applications and some policy implications will be discussed.		
M.Sc.	Applied Logistics Management	Prof. Dr. Herbert Kotzab	6
	The aim of the course is to give the students knowledge and understanding of this specific process. Based on "real-life" case studies, the course consequently focuses on giving the students capabilities in solving different supply chain and logistics problems within different industries and different company settings. The course will built on theories learned in previous logistics and/or SCM courses and will provide the students with tools to apply those theoretical concepts. By presenting and defending their own solutions, students will increase their individual reflection capability.		
M.Sc.	Brand Management	Dr. Rico Piehler	6
	Students get an overview of national and international brand management approaches. By reviewing and summarizing literature and by presenting the results in group presentations competences regarding scientific work and presentation competences will be enhanced		
M.Sc.	Technology Management	Prof. Dr. Martin Möhrle	6
	Technology management comprises several aspects of sourcing, generating, protecting, commercializing, and evaluating technologies in a company. Its primary goal is to secure a company's technological competitiveness while supporting a highly performant innovation management. For this purpose, technology management has to address the question whether and how a company's technologies will be applicable in the future.		
M.Sc.	Applied Methods in Innovation Analysis	PD Dr. Dirk Wolfgang Fornahl	12
	Based of current questions posed by Bremen Economic Development and the Senator of Economic Affairs, Labor and Harbors data is analyzed and evaluated in the fields of innovation, start-ups, knowledge transfer, cluster dynamics and regional development. Quantitative as well as qualitative methods are used.		
M.Sc.	Innovation and Economic Development in Emerging Markets	Björn Jindra	6
	Students get an overview of innovation and development theory - Students learn how to assess and contextualize technological change and economic development across markets critically - Students develop specific emerging market expertise - Students apply research methodology and advance their analytical skills - Students enhance		

	their presentation and academic writing skills - Students train their English language competences		
M.Sc.	Economics of Innovation in the Energy Sector	Iciar Dominguez Lacasa	6
	<ul style="list-style-type: none"> • Innovation Systems • Technological Systems • Competing Technologies: Path Dependence and Lock-in • Path dependence and lock-in in the energy Sector • Competing technologies in the energy sector • The wind turbine industry • The industry for solar cells • Policy for transforming the energy system • Energy technology transfer to developing countries • Intellectual Property Rights and strategies for the diffusion of renewable energy technologies • User-led Innovations in the energy sector 		
	Business English Intensive Course (C1)		3

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B.Sc.	International Management	Prof. Dr. Sarianna Maarit Lundan	6
	This course is concerned with the internationalization process of firms, their choice of the mode of entry, and the different methods and forms of cross-border organization.		
B.Sc.	Market Research	Prof. Dr. Christoph Burmann	9
	The students will have a basic understanding of the goals, the approach and the methods of market research. In addition they will be able to carry out market research studies, the evaluation and preparation of Data as well as the statistical analysis and interpretation of data in a business context. <ul style="list-style-type: none"> • Focus and functions of Market Research • Data collection • Statistical evaluation • Sales forecasts 		
B.Sc.	Topics in International Management & Governance	Dr. Simona Gentile-Lüdecke	9
	An in-depth examination of selected topical issues in international management, drawing on recent academic literature. An understanding of some of the emerging issues of relevance to managers and policy makers, as well as an appreciation of the process of maturation of new knowledge. Topical issues concerning the management and strategies of multinational enterprises.		
B.Sc.	Entrepreneurship and Innovation Networks	Iciar Dominguez Lacasa	9
	The course introduces students to the basic concepts of entrepreneurship and innovation networks. It covers the importance of entrepreneurship for technological change and economic growth, the entrepreneurship process and why some regions are entrepreneurial and other not. Further, it introduces basic concepts innovation network structures and their role in the entrepreneurial process. The seminar draws largely on case studies and on empirical contributions to the study of entrepreneurship and innovation networks.		
B.Sc.	Consumer Driven Value Networks	Prof. Dr. Herbert Walter Kotzab,	9
	The course is split into two modules: In the first module the theoretical ECR-fundament is developed (standards – processes – strategy). In the second module, based on real life case studies, the theory of ECR is applied to ECR-practice. Some of the central issues of the course are: a) Efficient Consumer Response – introduction to the topic b) Efficient Unit Load – standards for a collaborative flow of goods c) Electronic Data Interchange – standards for a collaborative flow of information d) Efficient Replenishment – collaborative logistics processes (supply side) e) Category Management – collaborative marketing processes (demand side) f) Collaborative Planning, Forecasting, Replenishment – collaborative planning processes		

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B.Sc.	A Naturalistic Approach to Economics	Christian Cordes	6
	This lecture will systematically dwell into the motivational underpinnings of human behavior in economic contexts. To do so, we will draw on insights from various disciplines to gain a deeper understanding of human behavior and cognition in consumption, organizations, or political decisions. Hence, the underlying materials cut across disciplinary boundaries into, for example, psychology, biology, or anthropology. Participants will be able to understand and critically reflect the behavioral assumptions underlying most of economics and to creatively enhance this starting-point of economic theorizing themselves.		
B.Sc.	Human Behavior in Organisations	Christian Cordes	6
	This lecture will dwell on the determinants of human behavior in an organizational context. To do so, it takes an interdisciplinary perspective on human cognition and motivation. The students will be able to criticize the behavioral assumptions of standard approaches in economics. Moreover, they will be capable of enhancing these concepts by drawing on insights from other disciplines.		
B.Sc.	Game Theory	Prof. Dr. Wolfram Elsner	9
	Introduction, Games with Perfect Information (Nash-Equilibrium, Mixed Strategy Equilibrium, Extensive Games, Coalition Games), Games with Imperfect Information, Variants and Extensions (Repeated Games, Bargaining)		
B.Sc.	Innovation strategy and sustainability in Life Sciences	Bärbel Holbein	6
	The seminar provides an overview of the various players in Life Sciences as research-driven and international high-tech industries and their roles as innovators. With the topics studied during the seminar the students will be given an insight to different stakeholders' perspectives. They will review the innovation strategies and get familiar with the complexity in decision making within the R&D processes and the later diffusion time of innovative products. This will include the different types of rational applied to sustainability, e.g. economical, ecological and societal. The seminar has a strong practical element and takes place in an interactive setting with academic input-lectures and presentations from various players in the Life Sciences field. The examination is based on group presentations of case studies.		
M.Sc.	Good for Practice! Theories in Management and Organization	Prof. Dr. Carolin Decker	6
	<ul style="list-style-type: none"> • Factual knowledge: The course provides a comprehensive overview on the methods for data collection in research on management and organization • Methodological knowledge: They learn to assess the usefulness – i.e., the opportunities and pitfalls – of various data sources and types of data for different research questions • Transfer knowledge: The students use their knowledge to conceive of an own research design for a selected research question. 		
B.Sc.	Social Media Strategy	Maik Eisenbeiß	9
	Students are introduced into social media as a strategic marketing tool. They learn about marketing, advertising and communications strategies in the new media landscape, where traditional media (e.g., TV, print) and online social media (e.g., online social networks, blogs) co-exist. The emphasis of this course is on understanding consumers' interactions in social media, the various social media platforms available to managers, how to build social media marketing strategies, and how to track and evaluate their effectiveness. Students work with business cases and develop own social media strategies.		

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M.Sc.	Multinational Enterprises and the Global Economy	Prof. Dr. Sarianna Maarit Lundan	6
	This course provides the second part of the conceptual framework for the Seminar and Project in International Management and Governance. We will examine the importance of MNEs in different national economies, changes in their strategy and structure, and the impact their activities have had on both the economic and social welfare in the host (and home) countries. This course builds on the foundations laid by the bachelor courses International Management and International Business Environment, and some familiarity with the key concepts introduced there (or on a similar course elsewhere) is desirable, although not absolutely required. The course is based on lectures and some case studies.		
M.Sc.	Selected Issues in International Management	Prof. Dr. Sarianna Maarit Lundan	6
	This seminar examines topics in international management by discussing advanced contributions to theory. The seminar makes extensive use of articles on specialist topics from the business and management literature. These readings either challenge the received wisdoms, or introduce new topics of strategic relevance not considered in the textbooks. The course uses student presentations and group discussion in order to develop the ability to critically discuss these theories and their applications. The specific topics covered by the seminar change over time, and they are linked to the research carried out within the Chair of International Management and Governance.		
B.Sc.	Reading Course: Accounting Regulation and Capital Markets	Marius Gros	6
	Participants of the course learn that Accounting and Regulation are political and social phenomena. They will be able to critically analyse and reflect on standardization processes and the resulting regulation and norms. Moreover, participants will understand and effectively process scientific papers.		
M.Sc.	Managing the global supply chain	Prof. Dr. Herbert Walter Kotzab	6
	<ul style="list-style-type: none"> • The concepts logistics and supply chain management • Structuring the global supply chain • Inter-organizational relationships in global the supply chain • Development of global supplier strategies and networks • Logistics information systems and standard applications • Third party logistics • Logistics excellence as a competitive strategy 		
M.Sc.	Innovation Economics: Empirics	Prof. Dr. Jutta Günther	6
	The course will give an overview on concepts to measure research & development (R&D) and innovation including international standards of surveys and data collection. Important composite innovation indicators for Germany, Europe, and the world will be covered and critically assessed. The use of survey and patent data for micro-econometric innovation research will be dealt with using recent examples of empirical publications, focusing on science-industry relations and selected topics on the performance of innovation systems.		

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M.Sc.	Innovation Policy and Governance Based on theoretical concepts of asymmetric information and market failure, the role of the state in research and innovation activities will be examined including regulatory aspects like intellectual property rights. The passive and active role of the state will be discussed. Based on the organizational and institutional framework of the German (and European) science and technology system the course will cover examples of innovation policy and discuss their impact on economic performance and competition. Additionally, the role of innovation policy as a means of fiscal policy in an economic crisis (recession) will be covered as a special topic.	Dirk Fornahl	6
B.Sc.	History of Economic Thought Students should raise their knowledge of a wide range of contributors to economic science, and their specific contributions to economic doctrine that also has led to the emergence of schools of thought in economic science. The course is intended to teach students about the origins of western economic thinking, and to trace the developments found in this tradition of ideas over the course of time. The seminar will provide students with foundations of how economic theory was influenced by its time and vice versa. Students are motivated to discuss and reflect how contradictions of economists emerged and influence economic thinking until today.	Prof. Dr. Jutta Günther	6
B.Sc.	Industrial Economic Students will get familiar with the basic concepts in the field of industrial economics. These also include formal models stemming from heterodox approaches, such as evolutionary economics. Moreover, they will learn to apply these concepts to explain empirically observed phenomena of industry development. Some behavioral aspects will be added to the discussion to gain a better understanding of the role of human cognition in industry evolution.	Marco Sunder	6
B.Sc.	World economic history and its relation to geography, biology and institutions The lecture introduces students to recent conjectures/evidence and theoretical considerations on world-wide economic development since the end of the last Ice Age, with a selective focus on the road to industrialization. In particular, we cover the (not yet conclusively settled) question, in how far economic prosperity in different parts of the world was determined by geographical/biological factors or by manmade factors (customs in society/institutions).	Marco Sunder	6
B.Sc.	Applied Econometric Analysis: Cross Sections and Panels Students can use the computer to conduct regression analysis, and they can scrutinize results of such analyses. The course focuses on deviations from the classical linear regression model (with respect to distributional assumptions for special features of the data, dependence across observations) and on the identification of causal relationships.	Marco Sunder	3
M.Sc.	Salient Questions in Management Research In this seminar, we focus on knowledge management in organizations comprising the creation, transfer, and retention of knowledge. These processes are defined as follows: <ul style="list-style-type: none"> Knowledge creation occurs when new knowledge is generated in an organization. Members of the organization must have access to people or groups with specialized information, be able to absorb and combine information that has been exchanged, and anticipate value from the exchange and combination process. Knowledge transfer occurs when the experience that has been accumulated in one team affects another. The transfer of tacit knowledge comprises, e.g., marketing know-how, managerial techniques, and knowledge about foreign cultures and tastes. The transfer of explicit knowledge is a result of codification and deliberate learning efforts that can affect, e.g., technology, management, and procedural manuals. Knowledge retention involves embedding knowledge in a repository so that it may persist over time and be available for subsequent utilization. These processes affect and are affected by the context of knowledge management in organizations as the figure above illustrates. In the seminar, we will especially focus on knowledge sharing in and across teams in organizations. Forms of Teaching and Learning: <ul style="list-style-type: none"> Preparatory sessions and workshops 	Carolin Decker	6

	• Seminar with group-based presentations		
M.Sc.	Big Data & Smart Decision Making This course provides an introduction into the systematic creation of consumer insights on the basis of (large and unstructured) data generated by consumers within their customer journey across different channels and touchpoints with companies (e.g., ratings, reviews, web clickstream data, transactions). Students learn about different data sources as well as about collecting, verifying, and using data for enhanced marketing decision making. In particular, the course presents a portfolio of tools and techniques that decision makers can use to transform different data types into adequate information to support marketing decisions. Students work application-oriented using business cases and (real) data sets.	Maik Eisenbeiß	6
M.Sc.	Selected Issues of Innovative Management and Brand In this course current relevant topics of marketing and brand management like brand monitoring, budgeting, brand valuation, private labels are deepened discussed. Strategic and operative instruments of marketing and branding are used and discussed concerning the applicability for the specific topic.	Christoph Burmann	6
M.Sc.	Applied Econometrics with Matlab Students are familiar with the vector-based programming environment MATLAB and know how to evaluate econometric models with this software drawing on empirical data. The course comprises applied exercises on the topics of „Intermediate Econometrics“. Advanced econometric approaches and simulation methods are introduced.	Theo Berger	6
M.Sc.	Understanding Global Value Chains The seminar is going to provide an overview about organization and analysis of global value chains (GVCs). It starts by providing key stylized facts on the emergence and drivers of GVCs. It reviews theoretical approaches towards understanding GVC governance drawing from management, economics and sociological perspectives. A considerable part of the seminar is dedicated towards understanding GVCs in different industries including automotives, electronics as well as textiles and apparel. Finally, the seminar discusses economic, environmental and wider social effects of GVC dynamics on industrialized and emerging economies. The seminar is research oriented and structured into input lectures and case specific group presentations. The examination is based on project work that entails a group presentation as well as a written paper. Students are provided with in depth consultation on their research topic during the seminar.	Björn Jindra	6
M.Sc.	Technology Transfer and Economic Policy After an introduction into the main theoretical concepts of innovation (technology) in economics from a neoclassical and evolutionary perspective, the course will also offer insight into policy related theoretical frameworks explaining the technology transfer from science to industry and vice versa. These introductory sessions will be organised as lectures with interactive elements. After this, students in the second half of the course will present their own research on selected topics of technology transfer and economic policy for selected countries. The topics will link theory and empirical evidence and include comparisons between different European (and other) countries' innovation systems.	Jutta Günther	6
M.Sc.	Advanced research in International Business To be announced.	Sarianna Lundan	6
Level	Intensive German course for new exchange students A1.1; A1.2; B1.1; B1.2; B2.1; B2.2	FZHB	6