

COURSE HANDBOOK

MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT

Summer Semester 2023

FACULTY OF ECONOMICS AND BUSINESS

HOM1:S23	Accounting under German GAAP and IFRS	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
The seminar focuses on central accounting and valuation problems in commercial law, tax law and/or international accounting. Specifically, the decisions of the tax courts and/or the International Accounting Standards Board will be reviewed and critically evaluated for their consistency with the purpose of the balance sheet and the overriding accounting principles. The seminar paper is based on an accounting problem, which is to be solved independently by the student.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will gain an understanding of the system of generally accepted accounting principles and/or the principles set forth in the Conceptual Framework International Accounting Standards Board of the and thus the foundation of commercial and/or international accounting. • At the end of the course students will be able to solve accounting problems according to German Commercial Code (HGB) and/or international accounting standards (IAS/IFRS) and apply this knowledge in the workplace. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Michael Hommel			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature		Die Literaturangaben sind von zu bearbeitendem Thema abhängig und werden mit der Themenvergabe bekanntgegeben.			

AAMC	Advanced Asset Management Cases	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Participants will work through 12 case studies in advanced asset management, preparing each for random/ad-hoc/informal presentation of select details to the class. Based on historic to current case studies with ex-ante versus post perspective re market developments, lectures will expand fundamental investment and market principles, utilize portfolio theory and management practice, plus introduce systematic risk management.</p> <p>Starting from traditional portfolio construction via single-market liquid securities and basic diversification, participants will be guided to global strategic portfolios in all relevant asset classes and more advanced risk management via progressively complex cases including PE, RE & digital assets.</p> <p>Ethical, holistic and sustainable investment standards, targeting of select audiences in institutional and retail realms, the wider economic and business consequences of decision making in asset management, and the importance of inter-personal plus leadership skills beyond asset management will be as relevant as quantitative dimensions of performance.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Participants will practice goals (below) in short/ad-hoc presentations on (partial) cases and the format of the final exam. • Participants will practice aspects will be the relevant framework for the lectures centered around. • Participants will practice relevant concepts in advanced asset management. Contributions and exam will be formatted, and the latter graded utilizing. • Participants will practice methods and tools. As aggregate, the classwork will convey. • Participants will practice related training as well, and should give suited participants an enhanced basis for their individual. • Participants will practice enhancement and practice. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge • CGM-B Quantitative methods knowledge • CGM-C Ethical reasoning • CGM-D Communication skills • CGM-E Knowledge of major • CGM-F Monetary economics and finance 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Ivo Schwartzkopff			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	Up to five non-graded assignments.			

Examination and Grading		
	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

INVP	Advanced Investment and Pension Finance	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>At the beginning of the course we describe and analyse mortality tables and mortality laws (period vs. cohort tables, Exponential and Gompertz Makeham laws). Subsequently, we explain and price different types of annuities. Then, we derive modern refinements of the generic models such as multiple state models and models using stochastic mortalities, whereby practical exercises always accompany the theoretical rationale. We assess the risk of an annuity contract taking into account the long-term investment results and investigate into different employer-sponsored pension plan designs. At the end of the course, we elaborate the role of an annuity within the lifecycle model.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students analyse the established actuarial and financial methods and apply them for the evaluation and modelling of pension and other long-term investments on both classical examples and the new practical problems. • They explain and quantify the differences between the models and modify them according to the target problem setting. Within the lifecycle context, course participants combine actuarial and financial models, develop and optimize the pension strategy for private investor. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Raimond Maurer			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	Up to five non-graded assignments.			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

ADMA	Advanced Management	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The course aims to achieve an in-depth understanding of management problems. It consists of diverse modules combining theoretical and empirical research, case studies and guest lectures. On the organizational level we focus on questions of organizational design, international (strategic) management and Corporate Social Responsibility (CSR). On the individual level we focus on employee motivation and how managers can lead their employees. Furthermore, on the group level we take a look at leadership, successful management of teams and social norms.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students learn to successfully manage the strategic, organizational, and personal challenges in the business context. • Students acquire the know-how to transfer the results of modern management theory to real-world management problems. • Overall, students gain deeper insights into current management challenges which they can apply responsibly in their future professional life. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Lars Schweizer			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature		<p>Greenberg, J., Managing Behavior in Organizations, Pearson, New Jersey, 6th edition, 2012</p> <p>Hitt, M.A./ Ireland, D.A./Hoskissen, R.E., Competitiveness and Globalization – Concepts and Cases,</p>			

Recommended Literature

Cengage Learning, Boston, 11th edition, 2014

Robbins, S./Judge, T., Organizational Behavior Global Edition, Pearson, Essex, 15th edition, 2013

BOR1:S23	Advanced Topics in Marketing Research	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The aim of the seminar is to expand and strengthen students' already existing ability to analyze and structure theoretically motivated research questions as well as to develop and present solutions based on theoretical underpinnings. Substantively, the seminar will deal with alternating topics from different parts of academic marketing. In the past, these included, but were not limited to: Emotion and Consumer Decision Making, Neuromarketing, Marketing Performance Management, and Behavioral Pricing.</p> <p>The seminar enables graduate students to take an advanced multidimensional perspective on research questions – from a theoretical, methodological and practical perspective. In order to gain in-depth knowledge as a basis for informative discussions, students will – for their final seminar presentations – focus on one or two "core research papers", which will then be presented in the context of their seminar thesis.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn how to identify relevant literature and get a pragmatic introduction into the conceptual and methodological skills required for the seminar thesis and master thesis at the chair. • Students will – in their supervised theses – critically evaluate extant research in the context of the applied methodology with regards to their specific research questions. • Students will conduct and craft structured as well as problem-focused literature reviews, and develop rigorous solution frameworks. • Students will give formal presentations about their findings and communicate informative implications derived from their profound analysis in a theoretically advanced and critically reflexive manner. Students will present to and discuss with a cross-disciplinary audience. • With regard to applied research questions in general, students will improve their understanding on the interface of theory, methodology and problem solving. This includes both, theoretical and practical relevance. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Torsten Bornemann			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					

	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
	Recommended Literature	

GOM1:S23	Algorithmic and High Frequency Trading	Elective	Total. 360h		12 CP
			In Presence 6 SWS / 68h	Self-study 292h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Due to the automation of trading, algorithms gain increasing importance, especially in the context of financial markets. Traders use them not only to support and settle big orders from customers, but also to trade on their own books, the so-called high-frequency trading. This results in a hard competition between the market participants and leads to strategy adaptations as well as investments into technology. In this seminar, students develop, implement, test and document such trading strategies. They are required to write scientific articles which document their implementation. At the end of the seminar, they have to present their results and findings during a block seminar. For such software implementations basic programming knowledge is essential! Advanced programming skills or the willingness to acquire advanced programming skills during the seminar are highly recommended! Furthermore, basic knowledge about trading in financial markets is recommended for the seminar. Relevant topics are: Algorithmic trading, High-frequency trading, Decision und Data Science. The project seminar consists of a lecture and a seminar part. In addition to the lecture part on the above-mentioned topics, an introduction to scientific methods, and approaches of empirical research, students will improve their knowledge in the area of algorithmic trading software with the support by the supervisors. Additionally, they will get an overview about the possibilities to preprocess and analyze data in the context of decision support systems.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The automation of trading on exchanges leads to major transformations of the interaction of markets. This progress raises many economical and technical issues. Our students will work on these issues using their knowledge in economics and business administration as well as new learned skills from the area of software engineering and data science. • During this seminar, students are required to use advanced methodological knowledge from the area of data science, such as machine learning. Further, they are expected to acquire new skills in the area of data administration and data processing. • The students are required to present their developed research contributions. This way, they will be enabled to behave reasonably in a professional environment • The students will develop their research contributions as a team, so that they increase their abilities to work in team setups. Therefore, they additionally acquire skills of responsible team leadership. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Peter Gomber			
Semester Work					
	Proof of participation	none			

	Non-graded assignments	none
Examination and Grading		
	Examination	A 90 minute written examination and a summary of the project results in a joint final report (about 50-70 pages), whereby the performance of each participant must be clearly defined as well as presentation of the project results (about 30 minutes).
	Elements of cumulative examinations	Establishment of the module grade is based on the arithmetic average of the grades of the partial performances
Recommended Literature		

ATIM	Application of Theory in Marketing	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>In this course, students will learn how theoretical models can support business decision making and research in marketing. First, they will learn about the role of theory in marketing as a science and how theories are constructed. Commonly used mathematical theories from marketing and economics will be introduced. Then, they will learn how theories can be tested in empirical research through the formulation of hypotheses and the operationalization of theoretical concepts. This is followed by making explicit how theory provides practitioners with variables and assumptions that require attention in business cases, reveals relevant economic mechanisms, and allows to conduct counterfactual analyses. During the course, examples are provided from marketing topics such as consumer choice and advertising.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students become familiar with the construction of theories in marketing. • Students become familiar with deriving empirically testable hypotheses from marketing theory. • Students become familiar with application of marketing theory to real world business cases. • Students are able to reflect assumptions behind statements critically and communicate this effectively. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Sergey Turlo			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature					

ALMI	Asset and Liability Management in Insurance Companies	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The goals of the ALMI lecture are to understand asset and liability management (ALM) strategies used in insurance companies, and to understand the new Solvency II insurance regulatory rules. The contents of the ALMI lecture are separated into two categories: Liability Management and Asset Liability Management. The first part – Liability Management – focuses on topics such as risk pooling, risk sharing, insurance pricing and alternative risk transfer (e.g. catastrophe bonds). Students are supposed to understand the sources of risks in insurance companies, and to learn techniques to measure and limit these risks. The second part – Asset Liability Management – integrates both asset management and liability management strategies to arrive at an integrated risk management of insurance companies. It aims to help students understand the motivation and importance of conducting ALM, and to familiarize students with methodologies such as simultaneous and classic modeling based on the Markowitz approach. We discuss ALM topics of liability-driven investments and capital management in more detail. We also discuss the Solvency II regulatory regime and its implications for ALM.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students understand liability management strategies used in insurance companies. • Students understand integrated risk management in insurance companies, also in the context of Solvency II. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Helmut Gründl			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	Up to five non-graded assignments.			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative	-			

	examinations	-
Recommended Literature		

MAU1:S23	Asset Management	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The objective of this Seminar is to equip students with advanced theory and techniques relevant to asset management. Asset management is the systematic process of optimally allocating funds to both the traditional (equities, bonds, and real estate) as well as alternative (e.g. hedge funds, commodities, and life-contingent claims) asset classes, taking into account their respective risk and return profiles as well as the interdependencies among them. This process is highly relevant for institutional investors (e.g. mutual funds, insurance companies, and pension funds) but increasingly also for households trying to make optimal consumption and saving decisions over the life-cycle. Course participants are required to solve the assigned problems either using Matlab, Python or R. We provide introductory materials to scientific computing in Matlab. These comprise video lectures, programming examples, and exercises tailored to the seminar. Despite being allowed to solve the problems using Python or R, course instructors can only assist students with programming in Matlab.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The students develop a good understanding of advanced problems arising in the investment management of institutional investors (and private households). • Using state-of-the-art scientific methods, students learn to independently develop solutions for relevant questions in the field of asset management. • In order to enable and motivate students to conduct more complex analyses, they learn to use Matlab for scientific programming (usage of Matlab, Python or R is a prerequisite to passing the course). • Critical assessment of own research results is required in both, written form and in group discussions. • Effective presentation and illustration of own research results. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Raimond Maurer			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			

Examination and Grading		
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
Recommended Literature		

PIKA	Auditing of International Group Financial Statements	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The lecture deals with the applicable regulatory and professional requirements for the financial audits of international groups, starting from the purpose of independent auditing of financial reporting for the benefit of corporate governance and external capital market communication. Practical case studies accompany the lecture and present applicable solutions.</p> <p>The agenda of the lecture consists of four parts: In the first part, regulatory and professional requirements for auditors are explained. The risk-oriented audit approach and the conceptual basis of the audit are developed in the second part. On that basis, the third part addresses the concept of consolidation as well as relevant audit procedures in the context of selected audit areas (eg intangible assets and impairment test). The fourth part covers the main aspects of the audit documentation as well as the auditor's reporting.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will develop an understanding of the regulatory framework, professional policies and concepts for auditing international consolidated financial statements. • Students acquire basic and detailed knowledge of planning and execution of financial audits of internationally operating corporations. They will be able to apply this knowledge to examples to selected financial statements and to assess them critically according to appropriate accounting standards. • Students get an overview on the recent developments of audit regulations and will be able to critically assess these developments. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Bernd Roesé			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Oral group examination (15 minutes per examinee)			
	Elements of cumulative				

	examinations	-
Recommended Literature		

BRSV	Banking Regulation and Supervision	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The course will provide an overview of the most relevant elements of banking regulation with a focus on the European regulatory landscape. Capital adequacy and solvency will be discussed in some level of detail including the supervisory approaches to credit risk, market risk and operational risk and the room for the utilization of bank-internal models for the quantification of risk. Liquidity risk and the supervisory approach to liquidity will also be covered. Other aspects treated will include bank corporate governance, recovery and resolution frameworks and the interplay of microprudential and macroprudential tools. Some insight into the institutional setting and the operation of the Single Supervisory Mechanism and core activities like the annual supervisory review and evaluation process (SREP) and stress tests will be given.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students understand and explain key elements of the global and European regulatory landscape. • Students understand, explain and apply key concepts in banking regulation, including solvency and liquidity. • Students understand, explain and apply key metrics and methods for assessing key risks of financial institutions. • Students understand and explain the institutional setting of the Single Supervisory Mechanism and core activities like SREP and stress testing. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (partially) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Germar Knöchlein			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	Up to five non-graded assignments.			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative	-			

	examinations	-
Recommended Literature		

KAI1:S23	Behavioral Risk Management in Banks	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>In many areas of non-financial risk management such as managing a pandemic, dealing with ESG risks and so forth, information needed for decision-making (risk identification and assessment) is largely based on expert knowledge and judgement. Decision-making on risk mitigation itself is also based on cognitive processes rather than fully automated rules. In all those cases, cognitive biases and other limitations of the activity of the human brain play an important role. Understanding those issues helps in designing risk management methods and processes in such a way that those shortcomings are mitigated to some degree.</p> <p>The objective of this seminar is to analyze the scenario analysis process wrt ESG Risk (focus could be, but doesn't need to be, on Non-Financial Risks), identify relevant cognitive biases and present suggestions how to mitigate those. Students are required to research a specific topic and write a seminar paper on the findings, present the findings and discuss those with fellow students and the lecturer.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will obtain an understanding of risk management processes in banks with a focus on non-financial risk. • Students will obtain an understanding of behavioral risk management and the major cognitive biases present in decision-making. • Students will obtain the ability to effectively structure and communicate economic content in both written and oral forms to audiences from academia, government and business. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Thomas Kaiser			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			

	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
Recommended Literature		

CIIE	Causal Inference in Economics: Methods and Applications in Empirical Political Economy	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Economics and Economic Policy M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The field of economics, in particular applied microeconomics, has undergone a credibility revolution in recent years that is characterised by a surge of research papers focused on answering specific, causal questions which are more often than not policy relevant. In this context, the objectives of this course are threefold. First, it aims to familiarise students with modern empirical research designs on which much of the contemporary political economy literature is based. Second, it is intended to introduce to students a number of topics from the empirical political economy scholarship. These topics, by and large, examine how various political and social institutions--voter enfranchisement, immigration and the media to name but a few--shape public policy and economic outcomes. Third, the course provides an opportunity for students to develop their capacity to present contemporary papers in a seminar format.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> The course will familiarise students with the modern empirical tools needed to answer specific, causal questions. These empirical tools have a wide application across all areas of economics. In addition, the course will introduce a number of topics in the contemporary political economy scholarship. These papers all have a strong empirical focus. Students will also develop their capacity to read rigorous scientific research papers and to present and discuss them in a concise and compelling manner. Overall, the course will train students to better appreciate the concept of causality and some of its applications to questions of political and economic importance. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> CGM-A Theoretical knowledge (partially) CGM-B Quantitative methods knowledge (totally) CGM-C Ethical reasoning (not addressed) CGM-D Communication skills (totally) CGM-E Knowledge of major (partially) CGM-G Economic Policy (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Navid Sabet			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

	Examination	Written exam (60 minutes) and 3 assignments (ca. 2 pages each)
	Elements of cumulative examinations	70% written exam and 30% assignments (10% per assignment)
	Recommended Literature	

CMAE	Compliance - Management and Economics	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The course "Compliance – Management und Economics" aims at three learning objectives. First, economic concepts will be explained using examples in the field of compliance. Second, the course is a vehicles that transports direct knowledge of goals, structure and activities of an exemplary compliance organization. Third, the examples used throughout the course will underline significant inefficiencies caused by unethical economic behavior.</p> <p>The content of the course is structured along current example cases enabling a high degree of interaction – through discussions within the course as well as through the participation in an economic experiment. Depending on the participating audience an explanation of empirical and statistical methods can be provided.</p> <p>The course is targeted at students whose interests of economics, management, psychology and sociology overlap. Knowledge of the Theory of the Monopoly, Principle-Agent Theory and other micro-economic concepts is an advantage but not a pre-condition.</p> <p>Apart from their economic relevance, the examples used in the course are chosen to provide a basis for analyses and discussions of general economic problems and institutional as well as behavioral solutions. Especially in the field of Anti-corruption (FIFA Corruption Scandal) and Anti-Trust (Beer Cartel) high profile cases from the press help to undermine theoretical considerations. Regarding the explanation of and solutions to compliance-related inefficiencies we focus on game theoretical mechanisms. Furthermore the course covers the description of actual measures that (private) enterprises take (or should take) in order to manage the risk stemming from the consequences of compliance violations.</p> <p>The course starts with a comprehensive introduction to the topic Compliance. Here we describe the core areas of the topic and put existing knowledge and observations from daily life and articles in the press into perspective. Then, the lecture focuses on three main topic areas: 1. Anti-Corruption: Here we cover not only the model of situations where individually rational decision making may lead to adverse outcomes, we also analyze and discuss avoidance strategies. Here the course explains game theoretical concepts and provides a practical introduction to economic experiments as a means of analyzing patterns of human behavior. 2. Financial Sanctions / Money Laundering / Fraud: Here we consider both, macro - and micro-economic problems. We discuss not only the effectivity of policies and administrative instruments but also concrete issues and solutions relevant for the risk management of private organizations such as financial institutions and industrial corporations. 3. Anti-Trust and Cartels: Here we build on the theory of the monopoly regarding price development and quantity selection to use game theoretical considerations to demonstrate decision making in case of Cournot Duopols. Further we consider business economic aspects of anti-trust laws in the international context.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will critically analyse economic problems and apply economic theories and their content knowledge to different business situations. • Students will adapt recent research methods (e.g. experimental economics) to business related questions. • Students will involve ethical, environment- and sustainability-related aspects into their decision-making process. • Students will develop an awareness and understanding of ethical standards, the consequences of decision making in economics and business. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			

	Frequency	Yearly
	Recommended semester	Semester 1
	Lecturer(s)	Dr. Jan Schikora
Semester Work		
	Proof of participation	none
	Non-graded assignments	none
Examination and Grading		
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
Recommended Literature		

CBRM	Consumer Behavior Research Methods	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course provides an overview of the principles and methods of empirical research in consumer behavior. Students will learn to define research questions in various domains of consumer behavior and in different empirical setting, understand the research process and the different types of qualitative and quantitative research, be familiar with the issues and techniques of data analysis, and derive meaningful theoretical and practical implications from the results. Selected psychological, sociological, and anthropological theories of consumer decision-making will be discussed to inform exemplary research questions.</p> <p>In addition, students will work in small groups to develop their own research questions from gaps in the literature or apply a new research problem to unexplored related phenomena, design a study, and (in some cases) collect data and interpret the results. This will involve reading a series of core literature to become familiar with relevant theoretical backgrounds, methodological norms, and recent findings. Intense reading of these articles is a necessary prerequisite for doing well in this course and on the final exam. The reading list consists of articles published in marketing, management and psychology journals, as well as book chapters specific to consumer behavior research. You will be expected to read each article/chapter carefully, make sense of it before class, and participate actively in group work and class discussion. Intermediate level knowledge of statistics is required for this course. To complete it successfully, I strongly recommend that you also have knowledge of data analysis (especially ANOVA and regression analysis) using the statistical software package R.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will be able to constructively criticize and discuss existing paradigms in consumer behavior research. • Students will be able to define a research question and design a qualitative or quantitative study of appropriate scope to gather relevant data. • Students will be able to apply advanced methods for analyzing qualitative or quantitative data. • Students will be able to acquire, manage, prepare, and analyze data for investigating a consumer behavior issue, using the techniques that are discussed in this course. • Students will be able to present and lead discussions on scientific findings and on how to apply them to research and managerial problems. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Dominik Hettich			
Semester Work					
	Proof of participation	none			

	Non-graded assignments	none
Examination and Grading		
	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

BOM1:S23	Contemporary Topics in Empirical Management Accounting Research	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	Discussion and critical assessment of current research topics in the field of management accounting and control, for example related to incentive systems, performance measurement, contracting, the quality of internal information systems and decision making, etc.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students learn to analyze empirical research questions and problem sets in management accounting and control. • Students develop methodological competencie. • Students will improve their written and verbal communication skills through writing the seminar paper, seminar presentations, and joint discussions. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (partially) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Sara Bormann			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature		Will be announced during the course.			

CRRRI	Credit Risk	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	This course analyzes credit risk modeling and the pricing of credit derivatives. One of the goals is to make students familiar with the characteristics of these contracts and to clarify the relations between them. We introduce the two main approaches to modeling credit risk (firm value models and reduced-form models). The pros and cons of these approaches are highlighted. This includes a discussion of the tractability, the practical relevance, and the typical applications of these models. The emphasis is however on reduced-form models.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are able to apply pricing techniques to bonds, stocks as well as derivative securities. • Students understand the impact of liquidity and default risk. • Students are familiar with the most important asset pricing models and their advantages and shortfalls. • Students get to know major asset pricing puzzles and some approaches to resolve them. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Holger Kraft			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	Up to five non-graded assignments.			
Examination and Grading					
	Examination	Written exam (60 minutes) and 3 assignments (ca. 2 pages each)			
	Elements of cumulative examinations	70% written exam and 30% assignments (10% per assignment)			
Recommended Literature					

BIRS	Current Issues in Financial Reporting: BIRS	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
The course will focus on central accounting problems in German GAAP (commercial and tax accounting) and their "solution" according to the interpretation of the Federal Fiscal Court in recent case law. During the course, relevant decisions of the Federal Fiscal Court on the capitalization of assets, the recognition of provisions, the accounting of deferred income and the realization of profits will be presented and critically examined.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students gain an understanding of the system of generally accepted accounting principles and thus the foundation of accounting under German GAAP. • In addition to the legally codified generally accepted accounting principles, students will be familiar with the principles for capitalization of assets, liabilities, accruals and deferrals, and profit realization as shaped by the interpretations of the Federal Fiscal Court. • Students will be able to solve accounting problems independently at the end of the course and apply this knowledge in practice. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Michael Hommel			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature		Berndt, T., Grundsätze ordnungsmäßiger passiver Rechnungsabgrenzung, Springer, Wiesbaden, 1998 Böcking, H.-J., Verbindlichkeitsbilanzierung: wirtschaftliche versus formalrechtliche Betrachtungsweise,			

Recommended Literature

Springer, Wiesbaden, 1994

Euler, R., Grundsätze ordnungsmäßiger Gewinnrealisierung, IDW, Düsseldorf, 1989

Hommel, M., Bilanzierung immaterieller Anlagewerte, Schäffer-Poeschel, Stuttgart, 1998

Kronner, M., Entgeltlicher Erwerb und Erwerb im Tauschwege, IDW, Düsseldorf, 1995

Moxter, A., Rückstellungskriterien im Streit, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, 47, 1995

DSMA	Data Science and Marketing Analytics	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>This course deals with data science methods for acquiring, managing, preparing, and analyzing marketing data. The students learn from existing research and are actively challenged to criticize existing applications of data science methods. A significant part of the course is related to the actual implementation of these methods to a real-life marketing issue in group assignments for which students will obtain assistance from the teachers during interactive tutorials. The implementation of data analytical techniques relies on the open source software R.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Upon completion of the course the student is able to: Work with a select number of tools for acquiring marketing data from online resources. • Work with a select number of tools for storing, managing, and manipulating marketing data in databases. • Prepare raw marketing data for further analyses, based on knowledge of a select number of data cleaning techniques. • Deal with missing values in marketing data, based on knowledge of a select number of data imputation techniques. • Explain and work with a select number of computer science methods • Evaluate existing applications of data science methods in marketing (those that are published in scientific journals and those that are used in practice) based on knowledge of earlier applications of these methods in marketing. • Acquire, manage, prepare, and analyze data for investigating a real-life marketing issue, using the techniques that are discussed in this course. • Translate the outcomes of the analyses into practical managerial implications • Present in writing the outcomes of the analyses and their managerial implications. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Keyvan Dehmamy			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
	Recommended Literature	

JAN1:S23	Effective Negotiations: From Theory to Practice	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course aims to achieve an in-depth understanding of how effective negotiations take place. It consists of several parts: basic principles of negotiations and the process of negotiation including sound preparation, planning and organization of the process phases. Based on these foundations, different methods and techniques for leading effective negotiations will be discussed. E.g., we will discuss the negotiation approach via Email or video-conferencing and the didactical challenges accompanied by it. We will discuss the integrative negotiation approach know a the Harvard-method and the "I-will-win"-principle by Schraner. Besides some social-psychological aspects, a focus will be put on rhetoric means and practical cases and discussions. To conclude, we will look at models to analyze negotiation situations as well as the handling of emotions and difficult negotiation situations. In addition to that, the seminar participants will engage in practical negotiation situations. This means that a typical seminar day consists of half-a-day theoretical input and discussion, as well as half-a-day practical negotiation exercises.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn to understand the principles and the process of negotiations. • Students will learn to understand the most important concepts of negotiation tactics and strategies as well as negotiation and conflict resolution techniques. • Students will learn the state-of-the art theories of leading effective negotiations. • Students will learn to critically evaluate the different approaches of leading negotiations and to compare theoretical and practical implications. • Students will learn to understand their personal negotiation style and to consider cultural differences and ethical questions concerning the preparation and realization of negotiations. • Students will learn to develop strategic solutions for negotiation situations. • Students will learn how to practically carry out negotiations. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)				
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			

Examination and Grading		
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
Recommended Literature		

BAE1:S23	Equity Governance	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>In the seminar Equity Governance participants will deal with methods of steering and controlling of an enterprise. In the framework of the seminar, corporate governance will be interpreted in a broader sense as the interaction of decision-making processes, organizational execution and financial management, which support long-term value creation and a sustainable company direction.</p> <p>The seminar follows a prescribed, structured approach from an owners perspective (equity governance). The approach focuses on proven tools and concepts, which allow active owners/investors, supervisory/advisory boards, consultants as well as the management itself to identify strengths and weaknesses as well as opportunities and threats in order to give new impetus and momentum. Adaptions refer to, for example, organizational structure, processes and systems, and leadership methods.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Our students will be able to apply an analytic business approach and governance methods for decision-making and efficient implementation, allowing for responsible entrepreneurial action and sustainability. • The knowledge acquired in the seminar is relevant for various management functions, which show a broad and interdisciplinary assignment profile. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Dr. Sönke Bästlein			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative	Normally 60% term paper and 40% presentation			

examinations	Normally 60% term paper and 40% presentation
Recommended Literature	

ESGR	ESG Ratings	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
Asset Managers and other financial institutions increasingly rely on ESG Ratings (i. e. BlackRock). In this modul we will try to focus on the following Questions and will discuss potential answers: What are the ESG criteria, Issues and Problems? What are the current national & international discloures requirements? What are the Regulators doing? Who dominates the Ratings? In analogy to the"core of global "Standards of Conduct" we will address Fairness, Property, Reliability, Transparency, Dignity, Citizenship and Responsiveness.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will be able to Look beyond financial data. • Students will understand environmental Sustainability and Governanace issues. • Students will relate ESG criteria to financial institutions. • Students will Learn about discloures and transparency principles. • Students will recognize the value of non financial reporting. • Students will discuss KPI in the light of ESG. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1			
	Lecturer(s)	Dr. Godehard Puckler			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature					

VIE1:S23	Financial Instruments: Stocks, Bonds, Derivatives and Hedge Funds	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The course „Financial instruments: Stocks, Bonds, Derivatives and Hedge Funds” covers truly "noble ideas". The participants will use PYTHON to apply different concepts for which the Royal Swedish Academy of Sciences awarded "Nobel Prizes" in Economics. The students will apply these "noble concepts" to solve real world problems in finance using PYTHON. We strongly recommend good PYTHON programming skilly.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The graduates of the program develop an in-depth understanding of six important concepts in finance for which the Royal Swedish Academy of Sciences awarded Prizes in Economic Sciences in Memory of Alfred Nobel. • They master quantitative methods related to the six concepts in PYTHON. • They cooperate with others to prepare a written homework and a presentation in groups of three to six students. • They have soft skills to express their ideas and knowledge in written and oral expression. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Jan Viebig			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			

ICD2	Innovation and Change in the Digital Age II	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>With the acronym VUCA (Volatility, Uncertainty, Complexity, Ambiguity), a term has become established that sums up the digital age in a way that is as sweeping as it is diffuse, and not only in the perception of management. VUCA encompasses four very different challenges, each of which requires its own answers. The main reasons are the dynamic and disruptive effects of digital technologies and artificial intelligence (AI) on almost all areas of the economy, society, private life and the working environment. At the same time, global competitive pressures are increasing, the world's population is growing, and our natural resources are dwindling. Climate change, which is already being felt, is forcing governments, companies, institutions, society and every individual to rethink.</p> <p>The economy must also rethink the working world, because digital technologies are increasingly taking over human activities. But what are the consequences? And how can innovations be invented, and the necessary change processes successfully designed?</p> <p>The lecture deals with the topic of innovation and change in the digital age from a reflective and creative leadership perspective. This is in order to facilitate sustainable companies with innovative offerings that provide clearly perceptible added value - for customers, innovators, the economy, society as well as nature and the environment. The insight of the Club of Rome, "Individual commitment and behavior to a changed and better world is fundamental as it is at the individual and local community level that we will see real change" applies equally and perhaps even more so to business: "For better or worse, our company is a reflection of my thinking, my character, my values" (Ruppert Murdoch). "The future we want," originally the title of the UN Declaration on Sustainable Development (Rio, 2012) can today be read as a design challenge to the entire business community. Following Mark Twain's statement "Of course I care about the future. I plan to spend the rest of my life in it," students are invited to actively engage in this interactive seminar.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students understand the nature of VUCA and how to deal with the four challenges. • Students examine changes, trends, and developments from a reflective and leadership perspective - including potential purpose, value, and benefit. • Students understand the success parameters of sustainable change processes. • Students understand the impact of an approach on the outcome. • Students understand the mechanisms of tradition versus progress. • Students recognize and assess the opportunities of strong brands in the digital age. • Students reflect on the co-operation as well as the respective uniqueness and competencies of humans & machines. • Students develop own well-founded points of view regarding innovation and change from a leadership perspective and review them in discourse (presentation and discussion). <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)				

Semester Work		
	Proof of participation	none
	Non-graded assignments	none
Examination and Grading		
	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

ININ	Institutions and Innovation	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course introduces to institutional theories. We will start with classical works on institutions in order to understand their nature, their origins and properties and will proceed with the most important recent articles on the relevance of institutions in economic systems, in particular on how institutions translate into economic outcomes (innovation, creativity, ...). The course also helps to gain a better understanding of entrepreneurship across economic systems. The papers that will be discussed are based on comparative empirical evidence, and will in particular include evidence from Japan/Asian countries.</p> <p>The course aims to further increase the students' awareness of the relevance of institutions in management. A further progress is expected in students' ability to understand the importance of moderating factors in the firms' environment.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn the many connections between innovation, institutions and strategic decisions. • Students will learn about the importance of innovation for real firms and economic development from relevant empirical studies and business cases. • Students will be able to make policy decisions informed by most recent innovation theories and empirical evidence. • Students acquire detailed knowledge about the most important data sources underlying in the field of innovation studies. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (partially) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Cornelia Storz			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

IFIN	Insurance and Finance	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Insurers are the second main pillar in the financial system, next to banks. Insurers employ 1 million people in the European Union, they hold €10 trillion financial assets and have virtually every household and every corporation as a customer. Insurers are often wrongly equated with banks but have a fundamentally different business model. Insurers have an important role in the economy. They allow risk taking and thereby foster innovation and growth</p> <p>they can act as stabilisers in the financial system due to their long-term investments and they create social financial networks through the mutualisation of risks. This course gives a concise and rigorous insight into the purpose, role and regulation of insurance. Key items include: The essence of insurance and its delimitation from other financial activities. The analytical foundation of insurance: risk and uncertainty adverse selection and moral hazard mutualisation, diversification and the law of large numbers. Interaction of insurance with the economy and the financial system: the economic and financial role of insurance. The role of capital, liquidity and leverage. Insurance products, services and markets: a brief overview. The regulation of insurance at European and international level: key policy issues.</p> <p>This course is relevant for students who have a keen and comprehensive interest in finance, financial stability and financial regulation and who are aware that focusing on the banking system alone covers only part of the relevant issues in the area. The course is also relevant for students with a macro economic interest who want to understand the key role of long-term savings and investment and the stabilisation this also has for reducing short-term uncertainty. And finally, the course is interesting for students who like to work in the financial sector in the future.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will understand the basic concepts of insurance and the specific role of insurance in the economy and financial system. • Students will understand the key concepts and mathematical tools of insurance, such adverse selection, moral hazard, the law of large numbers, etc. • Students will understand the difference between insurance and banking and the different balance sheet structures of insurers versus banks. • Students will understand the key elements of insurance regulation and supervision in Germany and Europe. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Christian Thimann			
Semester Work					

	Proof of participation	none
	Non-graded assignments	Up to five non-graded assignments.
Examination and Grading		
	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

INGO	Integrity and Governance	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Corporate governance (CG) is on the minds of everyone: How can corporations and banks be supervised to operate for the benefit of society and refrain from "institutional corruption" (Salter, 2012)? How can companies be persuaded to incorporate social regulation into their business models? How can companies be motivated to embrace the grey area of digital development in the interest of society (integrity) and legal requirements (compliance)?</p> <p>CG aims to influence an organization's operational decisionmakers' behaviour to ensure that financiers (investors and lenders) and other stakeholders (employees and society) receive their fair share, as identified in implicit and explicit contracts. Entirely new tasks for governance arise when radically new requirements for integrity are imposed by digital communication technologies.</p> <p>Furthermore, we will discuss the "governance of the digital world" and focus on it in detail, under the restrictions of social media and "platform economy". We integrate complex digital development issues, like "privacy", bias, and other varieties of "digital integrity" and governance and care on issues of governing artificial development.</p> <p>Also, we will discuss the "Code of Ethics & Standards of Professional Conduct" of the Chartered Financial Analyst Institute (CFA) as an example of how ethical guidelines can be introduced into the governance process to create a standardized level of integrity.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn basic corporate governance principles and apply them to their relevance to compliance and integrity in business (and between investors/lenders and borrowers). • Students will understand typical compliance problems and analyze them using agency theory and distinguish them from integrity problems. • Students learn to apply governance tasks to current requirements in digitization, data analytics and artificial intelligence. • They can systematically develop strategies to avoid or overcome such agency problems. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1			
	Lecturer(s)	Dr. Eberhard Schnebel			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			

Examination and Grading		
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
Recommended Literature		

HOL1:S23	ISE Research Project	Elective	Total. 360h		12 CP
			In Presence 6 SWS / 68h	Self-study 292h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>In this seminar, you will have the opportunity to conduct an exciting research project with an application focus. During the seminar, you will go through the entire "research cycle": Based on a given research question, the seminar includes conducting a literature review, setting up a research model, and collecting and analyzing data. The following topics constitute the seminar:</p> <p>Topic 1 – Future of Work: Hybrid work includes forms of work that combine physical workspace and virtual workspace. It includes practices such as home working, remote working, telecommuting, and nomadic working, where there is significant overlap and collision between the employee's work and personal life. Hybrid work involves the use of information and communication technologies (ICT) for communication and coordination. Information systems and digital technology enable hybrid work as an interface, tool, or infrastructure. Against this backdrop, questions arise about the accessibility of hybrid work to different social groups and/or job roles, the processes and mechanisms through which ICTs enable or constrain hybrid forms of work, and the extent to which new technologies and/or social media contribute to better hybrid work relationships.</p> <p>Topic 2 – Subscription-based crowdfunding: Crowdfunding platforms such as Kickstarter and Indiegogo are extremely successful. These platforms match projects in need of funding with individuals (the "crowd") willing to support the project. In recent years, a new type of crowdfunding has emerged that differs significantly from traditional approaches. In subscription-based crowdfunding (e.g. Patreon or Flattr), campaigns can now be funded via recurring payments and there is no hard deadline by which a funding goal must be reached. Rather, a campaign runs for an unspecified period of time. This makes it possible to generate a regular income, which makes subscription-based crowdfunding especially attractive for online content creators. Due to the novelty of this phenomenon, subscription-based crowdfunding is scarcely researched. This is why an intensive investigation of this emerging business model is necessary.</p> <p>Topic 3 – The Dark Side of Smartphone Use: Smartphones have become an indispensable, everyday companion over the past decade. While the positive features of smartphones, such as instant availability of information, constant accessibility, and mobile access to social networks are indispensable, excessive smartphone use can also have several negative effects. Among the negative effects, for example, sleep deprivation, depression, smartphone addiction, and reduced cognitive abilities. In contrast to the multitude of negative consequences, the theorized preventive role of self-control in particular has been poorly explored.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will deal with current research topics in business informatics of high economic relevance. • The students will follow the scientific method and will use current research methods to research important problems in the field of business informatics. <ul style="list-style-type: none"> • The treatments of economic problems will follow ethical, environmental and sustainability-related concerns, especially with regard to emerging problems of advancing digitalization. • Students will work in groups and present and discuss their solution approaches repeatedly with their peers. • Students will serve in various roles and coordinate their project team to experience different facets of teamwork. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			

	Recommended semester	Semester 2, 3
	Lecturer(s)	Prof. Dr. Roland Holten
Semester Work		
	Proof of participation	none
	Non-graded assignments	none
Examination and Grading		
	Examination	A 90 minute written examination and a summary of the project results in a joint final report (about 50-70 pages), whereby the performance of each participant must be clearly defined as well as presentation of the project results (about 30 minutes).
	Elements of cumulative examinations	Establishment of the module grade is based on the arithmetic average of the grades of the partial performances
Recommended Literature		

JADM	Judgement and Decision Making	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The purpose of this course is to provide students with a foundation for thinking about and developing own ideas on the judgment and decision-making aspects of selected topics (e.g., from marketing, consumer behavior, politics etc.). While the course generally adopts a broad definition of judgment and decision-making, it focuses on the "heuristics and biases" literature and its critics. Because of the foundational nature of the course, we will put an emphasis on the classic works in this field. To help students developing the skill of reading and critiquing an academic article, there is no formal text or script for this course but students will lead discussions of selected papers or topics. Intensive reading of the provided articles is a necessary requirement for you to do well in this course and in the final exam. The readings comprise articles published in marketing and psychology journals.</p> <p>To facilitate discussion, in the respective classes one or more students or student groups (depending on class size) will be responsible for leading the discussion on one of the papers. The focus of the subsequent discussion in class will be on the concepts, theoretical contributions, methods & designs, potential extensions (e.g., new hypotheses, follow-up studies) and theoretical as well as applied implications.</p> <p>In addition to providing students with basic knowledge on judgment and decision-making, this course acquaints them with empirical methods that researchers in this field use to test their theories. In order to being able to fruitfully follow this class, we therefore strongly recommend having some knowledge on experimental design and on the analysis of experimental data (particularly ANOVA and regression analysis) using the statistical software package R. The respective assignments in the tutorial may also involve group work and will be presented in class.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will know the central concepts of judgment and decision making research. • Students will be able to constructively criticize and discuss existing research paradigms. • Students will be able to transfer a research question into an experimental design. • Students will be able to apply advanced methods for analyzing experimental data. • Students will be able to present and lead discussions on scientific findings and how to apply them to research and managerial problems. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Torsten Bornemann			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			

Examination and Grading		
	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

GIR1:S23	Machine Learning Methods in Asset Pricing	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The seminar deals with recent developments in empirical asset pricing and machine learning. Each student will be assigned essentially one research paper which has to be assessed critically. The students are supposed to review the related literature, try to replicate the empirical results of the paper on their own, try to extend the findings with different datasets, different methodologies, robustness checks etc.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are able to combine statistical learning models in the finance domain. • Students are able to apply the various statistical techniques to sets of data. • Students are able to interpret which model fits the data coherently with asset pricing implications. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Fabio Girardi, Ph.D.			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature					

MAMO	Management by Morals	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The topic of business ethics has now moved to the center of entrepreneurial attention. Driven by sanction payments in the billions and far-reaching reputational damage, companies have begun to define ensuring ethically and legally impeccable behavior as a top management task, mostly under labels such as compliance, governance and integrity.</p> <p>The seminar aims to tie in with this integration of the topic of business ethics into everyday corporate life and discuss practice-oriented issues. Under the heading "managing by morals", moral values will be considered as the starting point for entrepreneurial action and an attempt will be made to work out their function and mode of action. In addition, the seminar will address the central question of enforcing moral values in practice: in addition to the traditional forms of enforcement by means of organizational and technical control and sanction regulations, the applicability of the findings of so-called behavioral business ethics will be discussed. In keeping with the practice-oriented character of the seminar, the individual topic blocks will be deepened by means of concrete case studies and examples.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will analyze business ethical problems and apply specialized knowledge to analyze business ethical dilemma situations. • Students will apply experimental methodology in business ethics problems. • Students will incorporate ethical concerns in their economic decision-making processes. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1			
	Lecturer(s)	Dr. Robert Schmuck			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			

WIE1:S23	Marketing Performance	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The seminar "Marketing Performance" seeks to provide students with insights and tools to identify and quantify how to value marketing actions and marketing assets. Demonstrating the contribution of marketing efforts is important, for instance, when deciding whether a major marketing action is worth taking or when setting budgets and measuring marketing performance. This block seminar is therefore devoted to understanding the payoff firms get from their marketing efforts. It is built around real-world data sets and requires students to make recommendations about a set of marketing decisions.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • After following the seminar, students should be able to understand the concept of marketing investments. • After following the seminar, students should be able to identify relevant marketing KPIs. • After following the seminar, students should be able to apply concepts and techniques of valuing marketing actions. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Simone Wies, Ph.D.			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature					

MSFM	Microstructure of Financial Markets	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>In the traditional approach to financial economics, the price formation process is a “black box” in which there is no explicit role for financial market structure. However, the way securities are actually traded is far removed from the idealized picture of a frictionless market. Market microstructure theory is the study of the process and outcomes of exchanging assets under explicit trading rules. Two key concepts of financial markets – liquidity and price discovery – are central to understand the impact of these rules on the behavior of institutional investors, brokers, and other market participants. This course covers topics and concepts that contribute to our understanding of the microstructure of modern financial markets. Based on models and empirical research, this course discusses the two key concepts liquidity and price discovery from different angles. In particular, the course covers the background of the bid-ask spread and discusses the effects of market fragmentation, market transparency and other market design parameters on the efficiency of securities markets.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students possess an in-depth knowledge of the central characteristics of securities trading, which enables them to take positions in asset management, banking, exchanges and policy making institutions. • Students know how orders are executed against each other and how prices are determined in financial markets depending on the trading model. • Students are able to assess the efficiency of a market based on liquidity measures in order to make optimal trading decisions and statements about market design. They are competent in using relevant research techniques to measure liquidity and to assess the quality of a market. • Students will be able to apply modern research techniques to evaluate the impact of different trading rules and regulatory or technological changes on financial markets. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Benjamin Clapham			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	Up to five non-graded assignments.			
Examination and Grading					

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
	Recommended Literature	

WOL1:S23	Mindful Leadership	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The working world 4.0 needs Mindful Leadership.</p> <p>The signs of the times are constantly pointing to change against the backdrop of interlocking crises: Digitalization, corona and energy crises, supply bottlenecks, staff and skills shortages in almost all industries, climate change and the rapid transformation of markets. People with leadership responsibilities are confronted with enormous demands at all levels. Familiar forms of leadership and cooperation are being fundamentally challenged</p> <p>new attitudes, methods and skills are required. Stress, overload and uncertainty have become everyday phenomena. At the same time, a high degree of self-responsibility is expected in many organizations, agile forms of work and structures are being introduced in order to be able to react flexibly to environmental conditions. Decisions have to be made quickly in complex contexts, often on a thin data basis. The seminar addresses the question of how leaders in this highly dynamic environment can succeed in proactively shaping change and how they can be empowered to deal constructively and creatively with uncertain and unmanageable situations.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will analyze the economic challenges of leadership in a variety of business management settings, particularly with focus on new organizing. • Students will develop basic theoretical and practical skills related to presence, concentration, clear thinking, decisiveness, level-headedness, stress management, self-reflection, role flexibility, empathy, creativity, intuition. • Students will use market-oriented thinking and master the effective methods for self-leadership, people management, team leadership, interviewing, decision-making, and organizational development. • Students will be motivated in teamwork to cooperate in group decision making and act with a sense of responsibility in a professional context. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Annika Wolf			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			

Examination and Grading		
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
Recommended Literature		

MOB2	Mobile Business II - Application Design, Applications, Infrastructures and Security	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The 2nd part of this lecture series (Mobile Business II) focuses on the variety of opportunities and challenges, that are offered by mobile communication technologies and their specific properties and which need to be considered and addressed by companies and regulators. The overall objective of the course is to provide advanced knowledge about mobile applications and mobile services, ranging from technical to economic aspects. Students will be qualified to pro-actively realize inherent commercial potential and to identify and to address challenges and problems in the area of mobile business. An important facet of this is the discussion of international regulation and its implications on the development and application scenarios for mobile services.</p> <p>Architectures for mobile services and their development are in the focus of the first part of the course. This includes topics such as security and privacy, usability, and the role of standardization. The presentation of exemplary application areas will allow students to understand and question how different design aspects are considered in current scenarios. The course concludes with a state-of-the-art overview of current mobile business research topics and activities, enabling students to understand the lines of research and to draw connections to already existing mobile business applications and scenarios.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Basic understanding of business models of online and mobile business. • Basic understanding of location-based services and its architectures. • Ability to design and evaluate digital business models and concepts with regard to data security and protection. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Kai Rannenberg			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

PCSR	New Perspectives on CSR as a Strategic Management Tool	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Social Responsibility (CSR) has become widely accepted as a cornerstone of the corporation. The seminar explores possible reasons, but will focus on the strategic considerations for this development. In contrast to philanthropic or not-for-profit reasoning, strategic CSR faces a number challenges: For many organizations impact measurement still poses a problem. Furthermore, the efficient implementation within the corporation and society seems to be difficult. Channels for the impact of CSR will be discussed and some current insights from behavioral and experimental economics are taken into account. We will discuss these topics to acquire a more advanced understanding of the interrelation of different aspects of CSR as a strategic management tool.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will encounter different perspectives on CSR and learn about how CSR connects to different areas of strategic management. • Students will develop the readiness to incorporate aspects of ethics, morality, sustainability, and environmental issues into management decisions. • Students will be able to apply their theoretical knowledge to a research project and to communicate its content both orally and in written form. • Students will recognize the extent and importance of ethical issues in strategic decision making and the management of stakeholder relationships. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
Participation requirements		none			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		English			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 1			
Lecturer(s)					
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
Elements of cumulative		Normally 60% term paper and 40% presentation			

examinations	Normally 60% term paper and 40% presentation
Recommended Literature	

OFDZ	Organization and Leadership in the Digital Age	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The digital transformation creates more than just technological challenges for companies. The changes in organization and leadership are just as significant. Optimizing and reinventing at the same time - this is the requirement in the management of companies in the digital age. The lecture and exercises will look at the changes in organization and leadership caused by digitization. Established concepts, such as organizational ambidexterity and transformational leadership, are evaluated for their relevance in the digital age and their contribution to support the need in companies for more networking and flexibility, participation and agility.</p> <p>With the lecture and the exercises, the participants can prepare themselves for today's demands as a leader beyond the known tasks as a manager. In the final exam, the learning success will be checked.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The lecture ensures that the students act as responsible managers and master the special challenges in the digital age. • The ability to include ethical, environmental and sustainability issues in their economic decision-making processes is strengthened. • Last but not least, students are enabled to use the appropriate communication channels when working in companies. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (partially) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Michael Groß			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

PIEC	Performance Measurement, Incentives, and Executive Compensation	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The course aims at providing students with profound knowledge about how to efficiently design incentive systems for top managers. The core concept of the course builds on the decision-influencing role of accounting information. Starting with considerations about the optimal risk sharing between shareholders of a firm, the course proceeds with developing optimal incentive contracts based on different information systems. Among others, the usefulness of different performance measures, e.g., based on cost accounting information, and the effectiveness of different incentive systems, e.g., stock option plans, will be discussed. The course aims at developing rigorous theoretical frameworks that will be applied to practical examples.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students become acquainted with various types of performance measures and incentive systems. • Students learn how to design optimal incentives, particularly for top managers, based on a firm's information system. • Students will be able to evaluate different incentive systems with respect to their goal congruence, efficiency, and costs. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (totally) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Prof. Dr. Anna Rohlfing-Bastian			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature		Brickley, J.A./Smith, C.W./Zimmerman, J.L., Managerial Economics and Organizational Architecture, McGraw-Hill, 5th edition, 2008			

Recommended Literature

Christensen, P.O./Feltham, G.A., Economics of Accounting/Vol. II: Performance Evaluation, Springer, Boston et al., 2005

Demski, J.S., Managerial Uses of Accounting Information, Springer, New York, 2nd edition, 2010

Kaplan, R.S./Atkinson, A.A., Advanced Management Accounting, Pearson, 6th edition, 1998

Merchant, K.A./van der Stede, W.A., Management Control Systems: Performance Measurement, Evaluation and Incentives, Pearson, 4th edition, 2017

HAK1:S23	Personal Finance	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Economics and Economic Policy M.Sc. in International Management M.Sc. in Money and Finance			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>There is abundant evidence that many households make costly mistakes when it comes to managing their financial wealth and saving for retirement. Observable household investment and financing behavior is rarely consistent with the precepts of modern finance theory. This seminar will not only deal with typical household financial decisions and widespread mistakes but will also focus on possible instruments and mechanisms to help households improve their decision making. Topics will include long-term asset allocation, portfolio choice in the presence of background risk, the role of financial advice, financial product design, emerging retail banking business models and changes in pension systems. Seminar participants are expected to write a paper that surveys the relevant literature. Seminar papers are presented and discussed in class.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are familiar with the most topical issues in the research area of Personal Finance, the underlying economic theories, and empirical evidence. • Students are able to make themselves familiar with a topic by reviewing top grade published contributions to the relevant literature, to critically assess existing research, to put research results into perspective, and, finally, to draw their own conclusions. • Students are able to communicate results of their work clearly and comprehensively in both written and oral form. • Students are able to discuss contents presented by others in a constructive way. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) • CGM-F Monetary economics and finance (totally) • CGM-G Economic Policy (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Andreas Hackethal			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					

	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
	Recommended Literature	

SCR1:S23	Predictive Modeling in Marketing: Forecasting Customer Behaviour using Data Mining and Machine Learning	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	This seminar focuses on "predictive modeling" as a challenge in Marketing. Using a real-life dataset, we will forecast and predict customers' purchase behavior and derive models that help optimize the efficiency of marketing campaigns. We will present both the process of data mining and the most relevant machine learning algorithms to predict customer (buying) behavior.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Competence in analyzing economic problems and applying specialized knowledge to different business situations. • Application of modern research techniques to business related problems. • Practical skills in data processing and exploration. • Application of Data Mining methods. • Implementation of Machine Learning algorithms in R and interpretation of the results. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge • CGM-B Quantitative methods knowledge • CGM-C Ethical reasoning • CGM-D Communication skills • CGM-E Knowledge of major 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Martin Schmidberger			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature					

PDBM	Privacy vs. Data: Business Models in the digital, mobile Economy	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Grundverständnis für Geschäftsmodelle im Online und Mobile Business. Basiswissen zu Datensicherheit und Datenschutz aus technischer, organisatorischer und rechtlicher Sicht. Fähigkeit digitale Geschäftsmodell-Konzepte unter Berücksichtigung von Datensicherheit und Datenschutz zu bewerten und zu entwerfen.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are familiarized with the most important issues in data-driven digital business. In particular, digital business models (with considerable demand for personal data) are contrasted with the privacy needs of customers. Students gain basic theoretical competencies in this field and learn to apply this knowledge critically. • Students learn how to use methods and tools of business informatics, in particular information economics, and thus how to analytically as well as structurally work through relevant problems. • Numerous practical examples and case studies, which highlight digital business models as well as the required data protection in various industries, are covered in the course. In particular, the exercises offered will train the students' ability to practically apply the knowledge they have acquired. • Through group work, students practice successful collaboration with others. Furthermore, students will train further soft skills such as presentation skills by orally presenting results from exercises. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (not addressed) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Andreas Albers			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative	-			

	examinations	-
Recommended Literature		

STEN	Strategic Entrepreneurship	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>With this course, students will obtain an in-depth understanding of problems faced by young companies at different stages (seed-, startup- and growth-stages). It consists of diverse modules combining theoretical and empirical research, case studies and guest lectures. Topics addressed in this course are opportunity identification strategies, business model redefinition, basic financials for entrepreneurs, financing young companies, team composition, preconditions for growth, core competencies for growth and entrepreneurial exit.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students learn to successfully manage the strategic, organizational, and personal challenges in the business context of a young companies. • Students acquire the know-how to transfer the results of modern entrepreneurship theory to real-world problems. • Overall, students gain deeper insights into current entrepreneurial challenges which they can apply responsibly in their future professional life. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (partially) • CGM-D Communication skills (partially) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1, 2, 3, 4			
	Lecturer(s)	Dr. Christian Hüning			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (60 minutes) and presentation with an essay (20 minute talk, ca. 5 pages essay)			
	Elements of cumulative examinations	Normally 70% written exam and 30% presentation and essay			
Recommended Literature					

SSEM	Strategic Sustainability and ESG Management: Business Ethics and Implementation Strategies	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The central question of the module is: How do I translate theoretical knowledge about corporate ethics and sustainability into a practical corporate strategy? And how do I then implement this in the company?</p> <p>From a consideration of current social developments related to sustainability and ESG aspects, a selection of economic and corporate ethics perspectives as well as some relevant empirical studies, we will work together in the module to develop a condensate of theoretical and empirical findings.</p> <p>Building on this, we consider some typical instruments of strategic management, practical guidelines and selected case studies that can support the development of a company-specific sustainability strategy.</p> <p>Particular attention should be paid to the transition from a corporate philosophy or a "purpose" with social and ecological requirements to practical integration into a new or existing business model. The aim of the module is to enable the participants to develop their own sustainability strategy for any company from theoretical knowledge, relevant environmental knowledge and management.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The students should be enabled to include ethical, environmental and sustainability-related issues in strategic management. • The students should be enabled to take responsibility for the ethical aspects as well as social and ecological effects of their actions as managers. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1			
	Lecturer(s)	Dr. Philipp Bruns			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative	Normally 60% term paper and 40% presentation			

examinations	Normally 60% term paper and 40% presentation
Recommended Literature	

TEWS	The Economics of the Welfare State	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The welfare state is one of the most central institutions of our society. Welfare state policies essentially define our education, health care insurance and public finance system which ultimately affect our everyday lives. Unsurprisingly, the question of how to design a welfare state is a matter of intensive debate in many fields, including economics, ethics and social policy. In <i>The Economics of the Welfare State</i> Nicolas Barr argues that this question is actually a conflation of two different questions, a normative and a positive one: What is the objective of a policy? By what methods are those objectives best achieved?</p> <p>Instead of trying to answer both at the same time, according to Barr, we should answer them separately in a specific order: first, we have to answer the normative question, that is, what the objectives of the specific policies are that the welfare state consists of. Once we have an agreement on the first, the answer to the second question is merely a positive one: how do we achieve best, what we agreed on by answering the first question (c.f. Barr 2020, p. 4). The aim of the lecture is—following Barr’s approach—to get a better understanding of both, the welfare state and the special relationship of ethics and economics it represents. We, thus, read central chapters of Nicholas Barr’s book and discuss its implications for policies of redistribution, education, health care and insurance.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students understand the theoretical framework of the welfare state and are able to analyze and evaluate real world welfare state policies. • Students understand the intersection of the normative and positive dimension of the welfare state as a paradigm for the relationship of ethics and economics. • Students reflect on ethical and economic criteria of evaluation and are able to implement these criteria in their decision making. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (not addressed) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (not addressed) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 1			
	Lecturer(s)				
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

GOM2:S23	Topics in e-Finance	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Within the last few years, digitization has significantly changed the value chain in business financing, securities trading and many other processes and business models in the financial industry. In this context, the master seminar "Topics in e-Finance" examines and discusses current topics from the areas of international securities markets, the influence of regulatory changes on financial markets and financial institutions, the transformation of intermediary relationships in financial markets, as well as innovative concepts and technologies in brokerage and trading from a theoretical and practical perspective. The topics to be addressed include, for example, the analysis of current financial market regulations and their impact on markets and market players, the discussion of alternative forms of financing (such as the issuance of digital assets or crowdfunding), or the analysis of innovative business models and the significance of new financial technologies (FinTech). Seminar participants are expected to prepare a seminar paper on their respective topic and to present and discuss the results of the seminar papers in a block seminar.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Our students will work on economic issues using their knowledge in economics and business administration as well as new learned skills from the area of software engineering and data science. • During this seminar, students are required to use advanced methodological knowledge (e.g. from the area of data science, such as machine learning). Further, they will acquire new methodological skills. • The students are required to present their developed research contributions. This way, they are enabled to behave reasonably in a professional environment. • The students will develop their research contributions as a team, so that they increase their abilities to work in team setups. Therefore, they additionally acquire skills of responsible team leadership. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (partially) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (not addressed) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 					
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Peter Gomber			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					

	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation
	Recommended Literature	

HOB1:S23	Topics in Financial Reporting	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
Allocation (Program / Faculty)		M.Sc. in Business Administration M.Sc. in International Management			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The seminar covers topics in financial reporting and deepens students' knowledge in this field. Topics include accounting issues under IFRS, issues arising at the intersection between financial reporting and corporate governance, and current issues in ESG reporting. Students will be required to familiarize themselves in-depth with a particular topic, hand-in a seminar paper, and present their results in class.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students gain insights into topics in financial reporting and will be able to apply their knowledge to practical problems. • Students will improve their written and verbal communication skills. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGM-A Theoretical knowledge (totally) • CGM-B Quantitative methods knowledge (partially) • CGM-C Ethical reasoning (totally) • CGM-D Communication skills (totally) • CGM-E Knowledge of major (totally) 				
Pre-requisites					
	Participation requirements	none			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 2, 3			
	Lecturer(s)	Prof. Dr. Katharina Hombach			
Semester Work					
	Proof of participation	Regular attendance.			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Term paper (ca. 20 pages) and presentation (ca. 15 minutes)			
	Elements of cumulative examinations	Normally 60% term paper and 40% presentation			
Recommended Literature		Will be provided via course system.			