

Course Catalogue for the Master's Programs

Master of Science in Betriebswirtschaftslehre

Master of Science in International Management

Faculty of Economics and Business Administration

Winter Semester 2023/2024

This version: September 28th, 2023

Subject to change without notice; a binding overview
of all lectures can be found in the online course overview LSF.

Contents

Accounting	2
Finance	8
Information Management.....	24
Managerial Economics.....	35
Marketing Analytics.....	45
Ethics	55
Electives	62

Accounting

Course Code: COKA English translation: Management Accounting and Cost Analysis Specialization: Accounting	Module Title: Controlling und Kostenanalyse	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>The course gives an overview of the scope of application, the functions, and the instruments of management accounting and cost analysis. Some general classifications of professional terminology are followed by an analysis of management accounting as a part of the firm's general management system. Afterwards, we will discuss several management accounting instruments as, for example, cost-volume-profit analysis, budgeting, transfer pricing, as well as key figures and performance measures. Moreover, the course covers the value of information systems and deepens decision-theoretic concepts from cost accounting, as for example production planning or pricing.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students become acquainted with the basics of management accounting and cost analysis (LGBWL-1). • Students learn about central instruments in management accounting and cost analysis, are able to take decisions with respect to the design of these instruments and to apply them to different contexts (LGBWL-1, LGBWL-5). • Students are in a position to analyze specific economic problems in management accounting and cost accounting and to provide methodologically competent answers (LGBWL-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
Basic knowledge in internal cost accounting					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof.'in Dr. Anna Rohlfing-Bastian			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: JAAN English translation: Financial Statement and Financial Statement Analysis Specialization: Accounting	Module Title: Jahresabschluss und Jahresabschlussanalyse	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
For German entities the Generally Accepted Accounting Principles under German Commercial Law (HGB) and the International Financial Reporting Standards (IFRS) constitute the central regulatory framework for accounting. This course deals with the possibilities and limitations of annual accounts as an instrument of conveying the information necessary to make decisions (decision usefulness). Based on the classical theories of accounting, the course discusses the system of accounting according to the German Commercial Law (HGB) and according to IFRS. In addition, recognition and measurement criteria for general and selected accounting issues are assessed and illustrated with examples. In particular, the course points to imprecise accounting rules under IFRS, inconsistencies and space for discretion. The course content is completed by an introduction to the balance sheet analysis.					
Learning Goals					
<ul style="list-style-type: none"> • Students gain further insights into the importance and limitations of annual accounts with regard to the informational function (decision usefulness) of accounts (LGBWL-1). • Students gain profound knowledge of classical theories of accounting and are able to distinguish respective accounting systems regarding the underlying theory (LGBWL-1). • Students gain detailed knowledge of Generally Accepted Accounting Principles under German Commercial Law (HGB) and of International Financial Reporting Standards (IFRS) (LGBWL-1). • Students are able to critically discuss complex accounting issues and to evaluate them according to the underlying accounting system (LGBWL-2). • Students are well-versed in dealing with key figures and have profound knowledge about the informative value and respective restrictions of key balance sheet ratios (LGBWL-4). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Michael Hommel			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: LÜAG English translation: Management and monitoring of stock corporations, practical insights and international perspectives on corporate governance Specialization: Accounting	Module Title: Leitung und Überwachung der Aktiengesellschaft, praktische Einblicke und internationale Perspektiven der Corporate Governance	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>The course module “Management and supervision of a stock corporation – practical insights and international perspectives on corporate governance (LÜAG)” focuses on corporate law aspects of the management and control (corporate governance) of listed stock corporations as well as the importance of the supervisory function, the means of supervision as well as the different actors and how they interact within the framework of effective corporate governance, e.g. against the backdrop of the business judgement rule. Regulations of the German Corporate Governance Code (GCGC) will also be covered along with the institutional framework conditions that directly or indirectly influence how a company’s management takes its decisions.</p> <p>Students will learn how the statutory and regulatory requirements for corporate governance are put into practice. Numerous international cases from corporate practice will be used for illustration.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students will gain knowledge of the theoretical fundamentals of German and international corporate governance (LGBWL-1). • Students will learn the framework conditions that enable the management board of a stock corporation to successfully manage the company (LGBWL-5). • Students will gain an understanding of how the supervisory board as a control instance must work so that the management board can be efficiently and effectively monitored and advised (LGBWL-5). • On the basis of brief descriptions of problematic issues, students will develop an ability to understand what roles the management board and supervisory board should play to deal with them (LGBWL-4). • Students will learn how good corporate culture and good corporate governance that is sustainably aligned to the interests of the different stakeholder groups contribute significantly to making a company successful (LGBWL-3). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master’s Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Hon. Prof. Dr. Peter Henning			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: HOM1_W24 English translation: Accounting under HGB and IFRS Specialization: Accounting	Module Title: Bilanzierung nach HGB und IFRS	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
The seminar will focus on accounting and measurement issues under German commercial law, tax law and/or international accounting. In particular, decisions of tax courts and/or the International Accounting Standards Board (IASB) will be examined. Students should assess whether these decisions comply with the relevant accounting purpose and main principles. The seminar thesis will cover an accounting issue, which should be solved independently.					
Learning Goals					
<ul style="list-style-type: none"> The students should reach an understanding of the German principles of orderly accounting ("GoB") and/or the principles set out in the Conceptual Framework. These principles represent the foundation of German GAAP and/or international reporting standards (LGBWL-1, LGBWL-2, LGBWL-3). The objective of this seminar is to impart in students the capacity to solve complex accounting issues according to German GAAP and international accounting standards by independently applying the acquired skills (LGBWL-4). 					
Participation Requirements					
none					
Recommended Prerequisites					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Michael Hommel			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: ROH1_W24 English translation: - Specialization: Accounting	Module Title: Selected Problems in Management Accounting Research	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
Discussion and critical assessment of current research topics in the field of management accounting, for example related to incentive systems, performance measurement, task assignment, relevant costs for decision-making, cost accounting systems, etc.					
Learning Goals					
<ul style="list-style-type: none"> • Students learn to analyze theoretical and empirical research questions and problem sets in management accounting (LGBWL-1). • Students develop methodological competencies and learn how to present research papers (LGBWL-2, LGBWL-4). • Students will improve their written and verbal communication skills through writing a seminar paper, seminar presentations, and joint discussions (LGBWL-4). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof.'in Dr. Sara Bormann, Prof.'in Dr. Anna Rohlfing-Bastian			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: HOB1_W24 English translation: - Specialization: Accounting	Module Title: Topics in Financial Reporting	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
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 Goals					
<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 (LGB-1, LGB-2). • Students will improve their written and verbal communication skills (LGB-7). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Katharina Hombach			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Finance

Course Code: ACM1	Module Title: Advanced Capital Markets and Asset Pricing 1	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
<p>1st Part: Single-Period Framework: [1.] Basics: NPV, State Pricing, CAPM, APT; [2.] No Arbitrage; [3.] Risk-Neutral Pricing; [4.] Stochastic Discount Factor; [5.] Consumption-Based Asset Pricing; [6.] Portfolio Choice</p> <p>2nd Part: Multi-Period Framework: [1.] No Arbitrage Pricing: EMM and SDF; [2.] Lognormal Workhorse Model for SDF and Returns; [3.] Consumption-Based Asset Pricing with Time-Additive Utility; [4.] Recursive Utility and Consumption-Based Asset Pricing; [5.] SDF Bounds; [6.] Consumption-Based Asset Pricing with Habit Formation; [7.] Long-Run Risk Model; [8.] Predictability</p>					
Learning Goals					
<ul style="list-style-type: none"> Mastering state-of-the-art modelling approaches and research methodology in economics, finance, law and economics, management and/or marketing. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Holger Kraft			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.			
Grading		In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.			

Course Code: CMAP	Module Title: Capital Markets and Asset Pricing	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	The course covers the following topics: term structure of interest rates, bond pricing, duration and convexity, credit risk, liquidity risk, portfolio theory, equilibrium in capital markets, equity valuation, hedging.				
Learning Goals					
	<ul style="list-style-type: none"> • Students are able to apply pricing techniques to bonds, stocks as well as derivative securities (LGBWL-1, LGBWL-2, LGMMF-3, LGMMF-4, LGIEEP-3, LGIEEP-4, LGWipäd-1). • Students understand the impact of liquidity and default risk (LGBWL-1, LGBWL-2, LGMMF-3, LGMMF-4, LGIEEP-3, LGIEEP-4, LGWipäd-1). • Students are familiar with the most important asset pricing models and their advantages and shortfalls (LGBWL-1, LGBWL-2, LGMMF-3, LGMMF-4, LGIEEP-3, LGIEEP-4, LGWipäd-1). • Students get to know major asset pricing puzzles and some approaches to resolve them (LGBWL-1, LGBWL-2, LGMMF-3, LGMMF-4, LGIEEP-3, LGIEEP-4, LGWipäd-1). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Dr. Holger Kraft				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.				
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.				

Course Code: CFVA	Module Title: Corporate Finance and Valuation	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	The course provides an introduction to modern corporate finance and consists of two major parts. One part focuses on the firm's capital structure choices, which are influenced by frictions, agency conflicts and problems of asymmetric information. These issues are analyzed using a consistent analytical framework. The other part deals with standard methods of firm valuation. Several versions of the standard discounted cash flow approach are derived and applied. Registration on OLAT, where all course material and further information will be provided, is required.				
Learning Goals					
	<ul style="list-style-type: none"> • Students are familiar with the major practical and theoretical factors driving capital structure choices (LGBWL-1, LGMMF-3). • Students can assess the impact of a firm's financing decisions using an advanced model framework (LGBWL-2, LGMMF-4). • Students are able to derive the cost of capital of a firm and to consistently apply standard valuation models (LGBWL-2, LGMMF-4). 				
Participation Requirements					
	none				
Recommended Prerequisites					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Rainer Haselmann			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.			
Grading		In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.			

Course Code: DER3	Module Title: Derivatives 3: Numerical Methods for Derivatives Pricing	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	In this course we will discuss basic numerical methods for the valuation of derivative securities, like Monte Carlo simulation, finite difference methods, and regression-based valuation of American options in detail. We will mostly focus on equity derivatives in the geometric Brownian motion framework, but we will also discuss alternative models like the Heston stochastic volatility model or Merton's jump-diffusion model. The course is not meant to be a course in numerical mathematics, its focus is rather on the basics of a set of very useful numerical techniques, which are widely applied in industry practice and in research. The implementation will be done in GNU Octave (a free MATLAB-like programming environment).				
Learning Goals					
	<ul style="list-style-type: none"> • Advanced theoretical, methodological and empirical knowledge in Money and Finance of International Economics and Economic Policy (LGIIEP-3, LGMMF-3). • Ability to conduct policy and financial analyses and draft recommendations through the application of scientific methods (LGIIEP-4, LGMMF-4). 				
Participation Requirements					
	none				
Recommended Prerequisites					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Christian Schlag			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.			
Grading		In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.			

Course Code: HFAI	Module Title: Hedge Funds and Alternative Investments	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	The course will analyse hedge fund strategies and introduce financial instruments necessary to implement these strategies along the way. The goal is to make students familiar with different types of strategies and to understand the economic origins of short- or long-term return predictability. Topics include: Intro to hedge funds, Carry, Momentum, and Value, Fixed income arbitrage, Macro strategies, Asset allocation decisions, Smart Beta.				
Learning Goals					
	<ul style="list-style-type: none"> • Students will acquire detailed knowledge of how to analyze, implement and evaluate benchmark investment strategies (LGBWL-1, LGBWL-2). • Students will learn to employ state of the art methods to manage and understand different types of risk in these strategies (LGBWL-1, LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Jun. Prof. Dr. Andreas Barth				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.				
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.				

Course Code: IFIA	Module Title: International Financial Architecture	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	Building on methodologies and instruments acquired in compulsory courses in earlier semesters, the lecture series entitled "International Financial Architecture" takes a practical view on the realities of today's global financial markets. Starting with an overview of the most important capital and banking markets, the series continues to review major industry and product trends. A further key topic will be the degree of integration of global and regional financial markets in selected market segments and infrastructure. Particular attention will be devoted to financial crises and market failures and the possible remedies. Finally, regulation and supervision as potential mitigants for financial market failure will be reviewed.				
Learning Goals					
	<ul style="list-style-type: none"> • Our students will be competent in analysing economic problems and applying specialized knowledge to different business situations (LGBWL-1). • Our students will apply modern research techniques to business related problems (LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	irregularly				
Duration of the Module	one semester				
Lecturer(s)	Hon. Prof. Dr. Steffen Kern				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.				
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.				

Course Code: ICFR	Module Title: Introduction to Computational Finance with R	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	This hands-on computer-based course aims at students with no or limited programming experience. After an introduction to programming in general and R in particular, participants will have basic knowledge how to approach smaller programming projects. The larger second part will be a hands-on, self-guided, exercise-style course in which you will solve basic financial problems from the areas of portfolio selection, investment management, and asset pricing. Topics include multi-asset portfolio optimization with restrictions as well as Monte Carlo simulation for evaluating static and dynamic portfolio strategies. Students are expected to be familiar with the underlying fundamentals from finance.				
Learning Goals					
	<ul style="list-style-type: none"> • Students learn to replicate published research papers from the field of asset management (LGBWL-1). • Students become familiar with the programming language R (LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Dr. Philipp Gerlach			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.			
Grading		In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.			

Course Code: MEAC English translation: - Specialization: Finance	Module Title: Mergers and Acquisitions	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>Corporate managers and their professional advisors must be familiar with major corporate restructuring transactions. These include mergers & acquisitions (M&A), but also sell-offs, spin-offs, equity carve-outs, share repurchases, and leveraged recapitalizations among others. This interdisciplinary course draws from finance, economics, law, accounting and strategy to build a framework for understanding these transactions. The course takes seriously the often-conflicting goals of key players - directors, managers, stockholders, creditors, and employees - each trying to maximize their own interests subject to various behavioral, legal, and market constraints. The course begins with an examination of the structure and governance of the public corporation. The conflicts of interest between corporate managers and stockholders, which are often key issues in M&A transactions, are identified and the market forces and legal rules that help to resolve these conflicts are discussed.</p> <p>The course also provides practical training in the various valuation techniques that real-world managers and professional advisors use to evaluate restructuring transactions. Students are expected to use these techniques to analyze the restructuring transactions under discussion. At the same time, the course deals straightforwardly with the limits of these techniques. Next, the course covers the theoretical rationales for each of the various restructuring transactions. The available empirical evidence is examined to help sort out which motivations are most important and to shed light on how the transactions impact the welfare of managers, stockholders and other corporate stakeholders.</p> <p>Students completing the course successfully should be well positioned to better understand and take part in major corporate restructuring efforts, without falling prey to “black-box” analytical arguments that often hide the complexity and uncertainty of the restructuring landscape.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students would be familiar with the complexity and uncertainty of the corporate restructuring landscape (LGBWL-1). • Students would be able to apply techniques to analyze restructuring transactions and to structure M&A processes (LGBWL-2, LGBWL-4). • Students would be able to efficiently structure and communicate the M&A projects in both written and oral forms to audiences from academia, government and business (LGMMF-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Mark Wahrenburg			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.			
Grading		In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.			

Course Code: POMA	Module Title: Portfolio Management	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	<p>This course aims at equipping students with the most relevant fundamental methods of Quantitative Portfolio Management. While thoroughly introducing the theoretical concepts, the particular focus of this lecture will be on aspects of their implementation in the investment practice. We will look at strategic as well as tactical asset allocation for equity and bond portfolios, portfolio insurance strategies and the fundamentals of asset-liability management. Another focus of the course is on passive and active equity portfolio management. The course is completed by an introduction into risk models.</p> <p>The course includes an excursion to the Frankfurt office of Allianz Global Investors.</p>				
Learning Goals					
	<ul style="list-style-type: none"> Theoretical, methodological and empirical knowledge in Finance and Asset Management. (LGMMF-3, LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Hon. Prof. Dr. Thomas Stephan			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.			
Grading		In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.			

Course Code: EFN1	Module Title: Trading and Electronic Financial Markets	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Finance					
Content					
	<p>The aim of the course "Trading and Electronic Financial Markets" is to provide students with a profound understanding of electronic financial markets and the evolution of market infrastructures due to technical innovations. To achieve this, state-of-the-art market models, principles of order matching, alternative trading systems, as well as functional and technical architectures will be explained in detail. Students develop and implement skills of trading and market quality analysis using a trading simulation software created by the Chair of e-Finance for this particular purpose.</p> <p>In order to evaluate existing market processes and technical infrastructures, it is also essential to understand the regulatory framework of financial markets. Moreover, the horizontal and vertical competition in the so-called market for markets will be discussed with a particular focus on the transformation of intermediation relationships, the business models and underlying technological concepts.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students possess an in-depth knowledge of electronic securities trading, which enables them to take positions in asset management, banking, exchanges and policy making institutions (LGBWL -1). • Students have empirical knowledge of market models including underlying processes of order execution and price determination (LGBWL -1). • Students are able to assess the quality of a market based on transaction costs and liquidity measures in order to make optimal trading decisions. They understand key research techniques concerning the measurement of market liquidity and market quality (LGBWL -2). • Students are able to understand the regulatory requirements for securities markets in Europe and can estimate their impact on the market environment and the underlying processes (LGBWL-1, LGBWL-3). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Peter Gomber			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.			
Grading		In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.			

Course Code: HAK1_W24 English translation: - Specialization: Finance	Module Title: Personal Finance	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
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.</p> <p>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 Goals					
<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 (LGBWL-1). • 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 (LGBWL-1, LGIEEP-3, LGMMF-3). • Students are able to communicate results of their work clearly and comprehensively in both written and oral form (LGBWL-4, LGMMF-1, LGIEEP-1). • Students are able to discuss contents presented by others in a constructive way (LGBWL-4, LGMMF-1, LGIEEP-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in International Economics and Economic Policy M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		every semester			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Andreas Hackethal			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: BAR1_W24 English translation: - Specialization: Finance	Module Title: Quantitative Analysis of Central Banks and Financial Markets	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
	The primary objective of this Master seminar is to introduce students to the interplay between central banks and their monetary policy and developments in financial markets. Students will be given an academic paper as background reading and starting point for their paper.				
Learning Goals					
	<ul style="list-style-type: none"> • The students will be able to analyse how central bank policy impacts on financial markets and the economy more broadly (LGBWL-1, LGBWL-3). • Students will learn how to address questions related to monetary policy measures and how to communicate them in an appropriate way in terms of a well-defined research question (LGBWL-2, LGBWL-4). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Jun. Prof. Dr. Andreas Barth			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: GOM1_W24	Module Title: Topics in e-Finance	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Finance					
Content					
	Digitalization has significantly changed the value chain in corporate finance, securities trading and many other processes and business models of the financial industry over the last few years. In this context, the masters seminar "Topics in e-finance" will highlight current topics from the areas of international securities markets, the influence of regulatory changes on financial markets and financial institutions, the transformation of intermediation relationships into financial markets, and innovative concepts and technologies in brokerage and trading from a theoretical and practical perspective discussed. The topics to be covered include, for example, the analysis of current financial market regulations and their effects on markets and market players, the discussion of alternative forms of financing (such as the issuing of digital assets or crowdfunding) or the analysis of innovative business models and the significance of new financial technologies (FinTech).				
Learning Goals					
	<ul style="list-style-type: none"> In the seminar advanced methodological skills, e.g. from the field of data science, such as Machine Learning used. Furthermore, the students will acquire new methodological knowledge (LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Peter Gomber			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: HED1_W24	Module Title: Topics in Financial Intermediation	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Finance					
Content					
	Financial intermediaries are an important element of any financial system. They are responsible for much of the lending to companies in most countries. Moreover, the liabilities of banks, in particular deposits, function as money. As such, banks provide a public good, which necessitates regulation and supervision. Financial intermediaries connect to every other part of the financial system (market infrastructures, payments, investment funds, insurance companies, fintech companies, digital currencies). It is often not clear what are the exact boundaries of a financial intermediary, especially in the light of technological change. This seminar will cover the main (and possibly changing) roles of financial intermediaries, the regulatory and supervisory framework, and the connections of intermediaries with the rest of the financial system. The seminar also covers the role of banks in financial crises and monetary policy. Seminar participants are expected to write a paper that surveys and analyzes the relevant literature. Seminar papers are presented and discussed in class.				
Learning Goals					
	<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. 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Dr. Florian Heider				
Examination Prerequisites					
Proof of Attendance	yes				
Proof of Performance	none				
Mode of Teaching	seminar				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).				
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance				

Course Code: PEL1_W24	Module Title: Topics on Financial Regulation / Systemic Risk	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Finance					
Content					
	<p>The primary objective of this Master seminar is to survey the major theoretical and empirical issues regarding financial regulation and specifically the current regulation and supervision on systemic risk. Systemic Risk is currently one of the most debated concepts in financial regulation, financial economics, banking and macro-finance. During this seminar we will investigate, first, the background of financial regulation and then we concentrate on systemic risk by looking to the different definitions proposed in the literature and the theoretical background behind these definitions. Second we survey the different methods proposed to measure systemic risk. The seminar will be a mixture of presentation by the instructor and by seminar participants. Each participant is required to come prepared to class. Since class discussion is an integral part of the seminar, absences and lack of preparedness are unacceptable.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students will be able to present, interpret, and discuss the current regulatory framework in Europe and more specifically regulation regarding systemic risk in both written and oral forms to audiences from academia, government and business (LGMMF-1, LGBWL-4). • Students will be given an in-depth overview of the major theoretical and empirical issues regarding financial regulation and specifically the current regulation and supervision on systemic risk (LGMMF-3, LGBWL-1). • Student will be able to assess and evaluate, through the application of scientific methods, the effects of current implemented regulation on the financial system and on the real economy (LGMMF-4, LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof.in. Lorian Pelizzon, Ph.D.			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: NIC1_W24 English translation: Insurance Technology and its Limits Specialization: Finance	Module Title: Versicherungstechnologien und ihre Grenzen	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
<p>In this seminar participants will study how firms identify and evaluate risks in order to develop risk management strategies. The main topic of the seminar varies from year to year and covers current issues, for instance, in liability and aviation risks or recent developments in health and life insurance. Besides the discussion of current theoretical and practical issues in the insurance sector, students will also replicate several theoretical insurance models. An expert-speaker is invited every year in order to inform students about current developments and practical implementations related to the main topic of the seminar. The description of this year's topic will be available on the course website in OLAT.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students learn about the basic functioning of insurance products (LGBWL-1, LGBWL-3). • The students gain detailed knowledge of insurance technology and the limits of insurability of risks (LGBWL-1, LGBWL-3). • The students gain a deeper insight into the entire value added chain in insurance business (LGBWL-3, LGBWL-4). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Hon. Prof. Dr. Hartmut Nickel-Waninger			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Information Management

Course Code: CH-BS, CH-MS, B-CH-S, M-CH-S English translation: - Specialization: Information Management	Module Title: Computational Humanities	Module Type Elective (Import)	5 ECTS (total) = 150 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 127 h	
Content					
The seminar makes current research questions in the field of Computational Humanities the subject of discussion. An example of this is information processing in decentralised social networks and others which should also be mentioned such as modelling the change over time of linguistic information systems (based on the example of historical stages of a language), automatic speech processing in avatars as well as automatic processing of multimodal information in such systems, computer-based models of language evolution as well as cognitive interaction technologies which are oriented, amongst other things, on human memory. All of these fields of research have in common their methodological orientation on automatic analysis of the respective research topic, namely on the basis of its semiotic, cognition-oriented or linguistic philosophical penetration. Therefore the topicality, automation and humanities reflection form the three reference points for selection of the topic during the seminar.					
Learning Goals					
<ul style="list-style-type: none"> • After completing this course, students have the competence to prepare and process economic data in the form of information technology (LGBWL-1). • Through the general reflection on the use of AI methods, students develop an awareness of the social and ethical aspects of information technology methods in business administration (LGBWL-3). 					
Participation Requirements					
none					
Recommended Prerequisites					
Text technologies, computer linguistics, data mining, probability theory, graph theory, mathematical logic					
Master's Program / Department		M.Sc. in Wirtschaftsinformatik (FB 12)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Alexander Mehler			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A written composition and a lecture.			
Grading		-			

Course Code: ISMA English translation: Management Information Systems Specialization: Information Management	Module Title: Informationssysteme für das Management	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>In the course, theoretical and practical approaches for the development of MIS based on data warehousing, are presented. OLTP- and analytical systems (OLAP) are differentiated from operational and analytical CRM with the help of examples. The implementation of OLTP with relational databases and SQL will be repeated briefly. Concepts such as data warehousing and OLAP will be explained with the help of practical examples, SQL codes, are covered in more depth in the tutorial sessions. In particular, aggregation, data cubes, and cuboids as fundamental structures for OLAP will be introduced; following this relational OLAP schemes and ROLAP with SQL by means of MS-SQL-Server with the help of the e-learning environment "SQL Playground" will be presented in a practical nature and covered in more depth in the tutorial sessions. A MIS-architecture which is based on data warehousing will be introduced (Information Warehouse Architecture). The development of conceptual specifications of MIS with the help of the MetaMIS-Method and the transformation to a data warehousing-schema will be explained. The practical implementation of MIS and the essential functionality of metadata based on OLAP-Engines will be demonstrated with the help of Microsoft-SQL-Server and Microstrategy. Working on the system is part of the tutorial session. Following this, the ETL-problem will be explained and a methodological framework for the development of MIS will be presented (Information Warehouse Development Framework).</p> <p>The lecture and tutorial also cover essential procedures and algorithms of data mining. For example, classification with decision tree induction, measuring the quality of the Gini Index, entropy and classification errors, in addition the Bayes Classifier and the ROC Curves procedures will be explained. Association analysis will be explained with the help of the Apriori Approach. FP growth will be briefly explained, algorithms for rule generation, and pattern evaluation will be described. The areas of classification and association analysis will be covered with practical examples in R and covered in more depth in the tutorial sessions. Finally, a short overview of the most common procedures for cluster analysis will be given, in particular partitional clustering, K-means, hierarchical clustering, and cluster validation.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students understand and can differentiate between online transaction processing and online analytical processing (LGBWL-1, LGBWL-2). • Students are familiar with the specifications and requirements for management information systems (MIS). Application of online analytical processing with SQL (LGBWL-1, LGBWL-5). • Students understand and apply fundamental procedures of data mining and machine learning (LGBWL-4). 					
Participation Requirements					
none					
Recommended Prerequisites					
Basic knowledge in SQL and relational databases					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Roland Holten			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.			

Grading

In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.

Course Code: MOB1 English translation: - Specialization: Information Management	Module Title: Mobile Business I - Technology, Markets, Platforms, and Business Models	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>The "Mobile Business" lecture series provides an introduction to technologies and economic principles defining these markets. Students will be qualified to identify success factors of mobile business models and to judge on possible application scenarios. Starting with the basics of mobile communication services, emphasis will be put on an analysis of the interaction between individuals and mobile devices / services. This includes an historic overview across the development of mobile communication infrastructures, services, and protocols. Based on this, students will be qualified to identify possibilities and limitations of mobile business applications and business models, in order to consider the resulting opportunities and challenges when deriving the success factors.</p> <p>Characteristic attributes of mobile services, especially in contrast to electronic services, will be outlined and considered in an analysis of the current market environment for mobile business applications. Furthermore, traditional as well as emerging business models will be discussed. The course concludes with a presentation and discussion of several exemplary application scenarios. Students will be able to reflect on specific attributes of mobile applications, to analyse new scenarios, and to draw connections to traditional and established scenarios.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Basic understanding of business models of online and mobile business (LGBWL-5). • Basic understanding of success factors for mobile businesses and a working knowledge about mobile infrastructures (LGBWL-1). • Ability to design and evaluate digital business models and concepts with regard to data security and protection (LGBWL-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Kai Rannenberg			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.			
Grading		In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.			

Course Code: SONA English translation: - Specialization: Information Management	Module Title: Social Network Analysis	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
	<p>The objective is to provide a selective primer on social network theory in the area of management information systems. Social network research is somewhat unique in that it asks questions not only about characteristics of people or organizations, or even about characteristics of relations among people or organizations, but about the pattern or structure of these relations. That requires both different theories and different research methods. Therefore this course is a hybrid of concepts and methods. For the theoretical concepts and mechanisms, we will draw mostly on literature in economics, information systems research, sociology and organization research since this is where much of the theory and best research has originated. For the methods, we will draw on literature in computer science and graph theory and focus on basic quantitative tools and use freeware/shareware software tools for simple data analysis problems, e.g. analyzing friendship networks based on data similar to Facebook data.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students are able to understand how social embeddedness influences economic decision making (LGBWL-1). • Students are able to evaluate the value of information on social relationships (LGBWL-3). • Students understand the mechanisms of social contagion (LGBWL-3). • Students are able to carry out basic analysis of social networks (LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Oliver Hinz			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.			
Grading		In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.			

Course Code: SOS, B-ERG, M-ERG, B-SOS English translation: - Specialization: Information Management	Module Title: Soft Skills	Module Type Elective (Import)	3 ECTS (total) = 90 h		0 h / week
			Hours in Class -	Self-Study -	
Content					
Courses can be selected in an appropriate scope to impart the scientific work, presentation techniques, topics from the area “Entrepreneurship“, “Informatics and Society“, scientific ethics and further soft skills. Such courses are offered, for example, by the didactic centre of Johann Wolfgang Goethe University.					
Learning Goals					
•					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master’s Program / Department		M.Sc. in Wirtschaftsinformatik (FB 12)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre			
Frequency the Module Is Offered		every semester			
Duration of the Module		one semester			
Lecturer(s)		-			
Examination Prerequisites					
Proof of Attendance		-			
Proof of Performance		-			
Mode of Teaching		-			
Language		German or English			
Examination		Type, Form, Duration			
Forms of Examination		Examination performance			
Grading		ungraded			

Course Code: EFN1	Module Title: Trading and Electronic Financial Markets	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Information Management					
Content					
	<p>The aim of the course "Trading and Electronic Financial Markets" is to provide students with a profound understanding of electronic financial markets and the evolution of market infrastructures due to technical innovations. To achieve this, state-of-the-art market models, principles of order matching, alternative trading systems, as well as functional and technical architectures will be explained in detail. Students develop and implement skills of trading and market quality analysis using a trading simulation software created by the Chair of e-Finance for this particular purpose.</p> <p>In order to evaluate existing market processes and technical infrastructures, it is also essential to understand the regulatory framework of financial markets. Moreover, the horizontal and vertical competition in the so-called market for markets will be discussed with a particular focus on the transformation of intermediation relationships, the business models and underlying technological concepts.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students possess an in-depth knowledge of electronic securities trading, which enables them to take positions in asset management, banking, exchanges and policy making institutions (LGBWL -1). • Students have empirical knowledge of market models including underlying processes of order execution and price determination (LGBWL -1). • Students are able to assess the quality of a market based on transaction costs and liquidity measures in order to make optimal trading decisions. They understand key research techniques concerning the measurement of market liquidity and market quality (LGBWL -2). • Students are able to understand the regulatory requirements for securities markets in Europe and can estimate their impact on the market environment and the underlying processes (LGBWL-1, LGBWL-3). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Dr. Peter Gomber				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	German				
Examination	Type, Form, Duration				
Forms of Examination	A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.				
Grading	In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.				

Course Code: WINF, M-WIS, B-WIS English translation: Information Systems Specialization: Information Management	Module Title: Wirtschaftsinformatik	Module Type Elective (Import)	5 ECTS (total) = 150 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 116 h	
Content					
The Business Informatics course introduces basic theories and methods to clarify and design business information systems. Tasks and research methods used in Business Informatics, business application systems, modelling methods for business information systems, component technologies, web technologies and service-oriented technologies, as well as current trends in Business Informatics, are handled in particular here. Case studies and practical examples are discussed to illustrate these.					
Learning Goals					
<ul style="list-style-type: none"> • Knowledge and understanding: The students have acquired basic knowledge about explanation and design of complex application systems in the economy. • Expertise: The students can perform the process of modelling, analysis and classification of business information systems autonomously. 					
Participation Requirements					
none					
Recommended Prerequisites					
Knowledge in basic concepts of an imperative programming language such as Java, C or Python, basic web technologies, basics of databases, Entity-Relationship-Model					
Master's Program / Department		M.Sc. in Wirtschaftsinformatik (FB 12)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre			
Frequency the Module Is Offered		every two years			
Duration of the Module		one semester			
Lecturer(s)		Prof.'in Dr. Mirjam Minor, Ömer Ibrahim Erduran			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		An oral examination or a 60 minute written examination will take place depending on the number of participants.			
Grading					

Course Code: ZIE1_W24 English translation: Challenges in the Dynamic Air Traffic Market Specialization: Information Management	Module Title: Luftverkehr im Wandel	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
The seminar focuses on the challenge of air traffic. Therefore the following topics are relevant: Acquisition of airports by strategic and financial investors; Strategic challenges of the European network carriers; On the way to the airport 4.0; The data cloud as an opportunity for sustainability and security in aviation; Risk Management and Risk Culture in the Changing Airline Industry; Operational risk and safety management of airlines.					
Learning Goals					
<ul style="list-style-type: none"> • Transfer of experiences, methods, and theories of governance, finance, risk and change management to the airport and airline sector as a world wide acting, intensively competing and logistic driven transport and service industry (LGBWL-2). • Understanding market structure and tendencies, shareholders and organizational structures of the airport and airline industry and developing methods of resolution for current theoretical questions and case studies (LGBWL-3). • Develop an understanding how airports and airline companies can benefit from mergers and acquisitions, of the role of standardization, liberalization and regulatory conditions, and how "centralization versus diversification" and "optimization versus customization" in the air industry can fit together (LGBWL-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Matthias Zieschang, Prof. Dr. Oliver Hinz			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: RAN1_W24 English translation: - Specialization: Information Management	Module Title: Data Privacy Analysis in Cloud Services	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
	<p>Cloud storage services are extremely popular, both among companies and private users. However, the fact that with such services data is stored, transmitted and processed outside of the premises of the user, often raises concerns about data security, in terms of privacy, confidentiality, integrity, and availability. There is an increasing tendency among the users (private or company) to find out more about their data are treated and preserve their privacy. To help them to determine this, and cover these concerns, privacy metrics should be identified. Identifying these metrics and concerns could lead to a methodology to evaluate the data privacy regarding the user perspective on cloud services. Corresponding evaluating and ranking algorithms could turn the public view on service providers and change the business plan. The objective of this seminar is to perform an extensive analysis of the state of the art in which privacy concerns and threats, and the implementation of counter-measures will be identified and analysed.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Basic understanding of privacy threats and privacy enhancing technologies in the field of cloud services (LGBWL-1). • Basic understanding of user perceptions of privacy (LGBWL-1). • Basic understanding of cloud services (LGBWL-1). • Communication of the obtained results in a clear and comprehensible manner (LGBWL-4). • Critical discussion of all results in the group (LGBWL-4). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Kai Rannenber			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: GOM1_W24	Module Title: Topics in e-Finance	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Information Management					
Content					
	Digitalization has significantly changed the value chain in corporate finance, securities trading and many other processes and business models of the financial industry over the last few years. In this context, the masters seminar "Topics in e-finance" will highlight current topics from the areas of international securities markets, the influence of regulatory changes on financial markets and financial institutions, the transformation of intermediation relationships into financial markets, and innovative concepts and technologies in brokerage and trading from a theoretical and practical perspective discussed. The topics to be covered include, for example, the analysis of current financial market regulations and their effects on markets and market players, the discussion of alternative forms of financing (such as the issuing of digital assets or crowdfunding) or the analysis of innovative business models and the significance of new financial technologies (FinTech).				
Learning Goals					
	<ul style="list-style-type: none"> In the seminar advanced methodological skills, e.g. from the field of data science, such as Machine Learning used. Furthermore, the students will acquire new methodological knowledge (LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Money and Finance M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Peter Gomber			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Managerial Economics

Course Code: ADMA English translation: - Specialization: Managerial Economics	Module Title: Advanced Management	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
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 Goals					
<ul style="list-style-type: none"> • Students learn to successfully manage the strategic, organizational, and personal challenges in the business context (LGBWL-1). • Students acquire the know-how to transfer the results of modern management theory to real-world management problems (LGBWL-4). • Overall, students gain deeper insights into current management challenges which they can apply responsibly in their future professional life (LGBWL-5). 					
Participation Requirements					
<p>none</p>					
Recommended Prerequisites					
<p>Profound knowledge in statistics/econometrics and microeconomics.</p>					
Master's Program / Department		<p>M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)</p>			
Module Can Be Used in the Following Programs		<p>M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik</p>			
Frequency the Module Is Offered		<p>once per year</p>			
Duration of the Module		<p>one semester</p>			
Lecturer(s)		<p>Prof. Dr. Lars Schweizer</p>			
Examination Prerequisites					
Proof of Attendance		<p>none</p>			
Proof of Performance		<p>none</p>			
Mode of Teaching		<p>lectures and exercises</p>			
Language		<p>English</p>			
Examination		Type, Form, Duration			
Forms of Examination		<p>A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).</p>			
Grading		<p>In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.</p>			

Course Code: CBEN	Module Title: Compensation and Benefits	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Managerial Economics					
Content					
	The lecture gives an overview of evidence-based management techniques in the field of employee compensation. We discuss recent evidence on how changes in the compensation scheme affect employee motivation, employee sorting, and gaming incentives by employees. A focus of the lecture is on how to construct data or how to analyze available data to evaluate the effect of changes in the firm's compensation system.				
Learning Goals					
	<ul style="list-style-type: none"> • The students will learn about the importance of compensation and benefits practices for organizational performance from relevant empirical studies and business cases (LGBWL-2). • The students will learn the many connections between compensation and benefits and other human resource management practices (LGBWL-1). • The students will be able to make compensation and benefits decisions in real firms informed by most recent management theories and empirical evidence (LGBWL-5). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Guido Friebel, Ph.D.				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).				
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.				

Course Code: CODE	Module Title: Corporate Development Strategies	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Managerial Economics					
Content					
	Organizational change and transformation are vital to organizational growth and survival, but they are difficult to manage well. While corporate development projects take many forms, they share one thing in common: a dismal record of success. For example, researchers estimate that only about 20 to 50 percent of major corporate reengineering projects at Fortune 1000 companies have been successful. Mergers and acquisitions fail between 40 to 80 percent of the time. This course explores various modes of corporate development available to managers to achieve firm growth, including mergers and acquisitions and strategic alliances. The emphasis is on strategic, organizational and operational aspects of these projects.				
Learning Goals					
	<ul style="list-style-type: none"> • Students will learn to develop knowledge of the strategic, organizational, and personal challenges of successful corporate development projects (LGBWL-1). • Students will learn to develop a detailed action plan for addressing corporate development projects along with gaining key frameworks, approaches, and knowledge for improving the corporate development process. (LGBWL-1)• How to manage strategic alliance success factors and to apply techniques for designing and implementing alliance processes from start to finish (LGBWL-3). • Students will learn to design a coherent process for integrating the strategic, managerial, organizational, and financial decisions related to mergers and acquisitions (LGBWL-5). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Dr. Lars Schweizer				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).				
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.				

Course Code: ICD2 English translation: Innovation and Change in the Digital Age II Specialization: Managerial Economics	Module Title: Innovation und Change im Digitalzeitalter II	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>The acronym VUCA (Volatility, Uncertainty, Complexity, Ambiguity) describes in general and vague terms the perception of the digital era from the perspective of several stakeholders, especially the management. VUCA comprises four very different challenges and their specifically required answers. How can innovations been invented and necessary change processes successfully designed in order to create future-oriented companies with innovative offers that provide a perceptible value – for customers, innovators, the economy, the society as well as the environment?</p> <p>The seminar covers the topics of innovation and change in the digital era from a reflective and formative leadership perspective. Based on Mark Twains quote, “[p]lan for the future because that’s where you are going to spend the rest of your life”, students are invited to actively participate in this interactive lecture.</p>					
Learning Goals					
<ul style="list-style-type: none"> • The students learn to reflect on innovation and change in the digital era from a creative leadership-perspective, to understand the impact of a decision for a certain process and way of thinking on the outcome, and to develop and test their own profound point of view in relation to innovation and change from a leadership-perspective (LGBWL 4, 5). • • The students learn to understand the nature of VUCA and how to deal with the four challenges, to understand the success parameters of sustainable change processes and the mechanisms of tradition versus progress, and to realize and evaluate the chances of strong brands in the digital era (LGBWL 1). • The students learn to check the changes, trends and developments from a reflective and creative leadership-perspective – including potential goals, values and utility (LGBWL 5). • The students learn to reflect the interplay as well as specific uniqueness and competences of humans and machines (LGBWL 3,4). • The students learn how to start and control learning processes (Learning-by-Teaching-method, neurosciences) (LGBWL 2, 4). 					
Participation Requirements					
none					
Recommended Prerequisites					
Knowledge in the foundations of brand and innovation management					
Master’s Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		every semester			
Duration of the Module		one semester			
Lecturer(s)		Christine Riedmann-Streitz			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: LSCH English translation: - Specialization: Managerial Economics	Module Title: Leadership Challenges: Negotiation, Mediation, and Conflict	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>Conflict management is an overlooked area in leadership development. Mediation as an intervention method to use in conflict management can be productive for building leadership capacity in managing conflicts and fostering organizational development in different types of organizations. Together with negotiation skills, such skills are especially relevant to those in the human capital function, as conflicting stakeholder demands must be negotiated while employee problems and grievances must be resolved in a positive and professional manner. The course commences with coverage of the fundamental distinction between distributive and integrative negotiation, before moving on to consider ethical, perceptual, cognitive, and emotional issues in negotiation, as well as the importance of communication. The course will also cover important issues such as cross-cultural negotiation and negotiations involving multiple parties. The focus will then shift to mediation and conflict management, examining the conflict management process from a psychological perspective and highlighting the various pathways to resolution.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students will appraise the challenges of leadership in different tactics and strategies in negotiation. • Students will discuss conflict management strategies, models, and processes to support themselves and others in recognizing and managing conflicts to successful resolution. • Students will formulate approaches to negotiating and mediating between two or more parties. • Students will build skill sets that can enhance effective communication, evaluate policies and processes for addressing and resolving conflicts in organizations. • Students will be motivated to work in teams to participate in group decision making and to act responsibly in a professional context. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre M.Sc. in International Management M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Dr. Annika Wolf			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: STOT English translation: - Specialization: Managerial Economics	Module Title: System Theory and Organizational Transformation	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>Most organizations nowadays suffer from power games played at the top and powerlessness at lower levels, from infighting and bureaucracy, from endless meetings and a seemingly never-ending succession of change and cost-cutting programs, which is in harsh contrast to a soulful workplace, for authenticity, community, passion, and purpose. The solution, according to many scholars, lies with more enlightened management. But reality shows that this is not enough. In most cases, the system beats the individual-when managers or leaders go through an inner transformation, they end up leaving their organizations because they no longer feel like putting up with a place that is inhospitable to the deeper longings of their soul. The system theory (according to Niklas Luhmann) tries to reduce the complexities of modern organizations by understanding the subsystems, how these subsystems work together and seeks to explain and develop hypotheses around characteristics that arise within complex systems that seemingly could not arise in any single system within the whole. Discussing the purpose of leadership, power, paradoxes and phenomena will help to analyze organizational behavior, explore detriments to organizational change and uncover the challenges for organizational development.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students will analyze the challenges of leadership in various areas of business management, particularly with aspects of survival, paradoxes, and organizational logic. • • Students will develop basic theoretical and practical skills related to self-reflection and role flexibility in an organizational context. • Students will master market-oriented thinking and effective organizational development methods. • Students will be motivated to work in teams to participate in group decision making and to act responsibly in a professional context. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre M.Sc. in International Management M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Dr. Annika Wolf			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: LEAD	Module Title: The Economics of Leadership	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Managerial Economics					
Content					
	Leaders play an important role in many organizational contexts, in particular in multi-national firms and in corporate environments that are characterized by large (e.g., cultural) heterogeneity and market uncertainty. This course explores and explains the role leaders play from an (behavioral) economic perspective. Based on an important burgeoning literature in this field (which complements classic perspectives in the management and psychology literature), we will analyze why leaders matter for individual and group behavior and what leaders can do to effectively improve the performance of firms and organizations.				
Learning Goals					
	<ul style="list-style-type: none"> • Our students will gain an (behavioral) economic perspective about why leaders matter in organizations and other economic setups (LGBWL-1). • Our students will be able to explore and explain the role leaders play in solving business related problems (LGBWL-2). • Our students will learn the importance of leaders' interaction with others in achieving cooperation (LGBWL-4). • Our students will learn about institutions a leader may set to enforce norms in order to improve the performance of the firms and organizations (LGBWL-5). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	An undergraduate-level course in game theory is highly recommended.				
Master's Program / Department		M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs					
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Michael Kosfeld			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: SWA1_W24 English translation: Banking 2030 revisited: A challenge in strategic management Specialization: Managerial Economics	Module Title: Banken 2030 neu gedacht: Die Strategische Management-Herausforderung	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
<p>In Germany, there are currently many discussions going on concerning Industry 4.0 for local industries such as automotive or manufacturing. In the context of banks and financial services, the so-called robo-advisors are becoming more and more important. Still, the financial sector is much more concerned with the aftermath of the financial crises especially with regulatory requirements and (partly) neglects these challenges. The third wave of digitalization (after the inner and outer one) in particular with AI will have the biggest impact on virtual financial service providers.</p> <p>This seminar deals with the question, which management challenges will have to be mastered until 2030 in order to deal with the necessary strategic and organizational adjustments that result from digitalization. The working groups will be asked (1) to describe a potential target stage in 2030 for different market segments, (2) to identify necessary steps in order to get there, and (3) to develop a managerial roadmap how to get there.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students understand the actual development and trend in the field of digitalization and its impact on the financial industry (LGBWL-1). • Students understand and analyze the different market segments in the financial and banking industry (LGBWL-1; LGBWL-2). • Students understand the impact of regulatory changes following the financial crises on their current business model (LGBWL-3; LGBWL-5). • Students are able to develop strategic and managerial solutions for the current challenges in the financial and banking industry, to critically evaluate these different approaches, and to present them (LGBWL-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Ivo Schwartzkopff			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: GRO1_W24 English translation: Digital Economy and Business Models Specialization: Managerial Economics	Module Title: Digitale Ökonomie und Geschäftsmodelle	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
<p>Im Seminar werden die Studentinnen und Studenten in mehreren Gruppen selbständig neue Geschäftsmodelle entwickeln und präsentieren.</p> <p>Als Grundlage werden Prinzipien der digitalen datenbasierten Wirtschaft und Methoden zur Entwicklung von Geschäftsmodellen erörtert, zum Beispiel Design Thinking und Business Model Canvas.</p> <p>Zum Abschluss des Seminars erfolgt pro Gruppe eine Präsentation des Geschäftsmodells. Die Präsentation wird ergänzt durch eine schriftliche Ausarbeitung zum Vorgehen, den eingesetzten Quellen und Methoden (Seminararbeit mit maximal 20 Seiten Inhalt).</p>					
Learning Goals					
<ul style="list-style-type: none"> • Die Studentinnen und Studenten werden im Seminar Probleme und Bedarfe von Kunden verstehen und diese in betriebswirtschaftlich wirksamen Konzepten nutzen. • Sie werden kennenlernen, als Führungskräfte Verantwortung zu übernehmen und Entscheidungen zu treffen. • Dabei ist ein wesentliches Element, die passende Kommunikation der Konzepte zu wählen und diese überzeugend zu präsentieren. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Hon. Prof. Michael Groß			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: FRI1_W24 English translation: - Specialization: Managerial Economics	Module Title: Promotions and Careers	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
A substantial literature in economics, management and sociology has looked at the relevance of promotions and careers on effort provision, screening and organizational culture. Over the last year, new data sets and econometric techniques have triggered a revival of the literature and provided us with new insights. The seminar will review this literature. It puts particular emphasis on statistical identification. Hence, an interest for and some knowledge of econometrics is recommended.					
Learning Goals					
<ul style="list-style-type: none"> • Students learn new state-of-the-art modelling approaches and research methodology in economics and management. • Students are enabled to effectively communicate, in both written and oral forms, to audiences of experts and non-experts in economics and management. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Guido Friebel, Ph.D.			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Marketing Analytics

Course Code: COIN	Module Title: Consumer Insights	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Marketing Analytics					
Content					
	<p>The module „Consumer Insights“ aims to equip students with the necessary skills to conduct high-quality consumer-centric market research. To this end, it introduces students to the key theories and constructs of consumer behavior/psychology and how to measure them. In particular, potential measurement biases and errors are discussed and ways to circumvent these problems are presented. Next, the statistical methods of moderation and mediation are introduced that allow examining underlying psychological processes statistically.</p> <p>The tutorials equip students with the practical skills to run these analyses using the statistical software R.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students know the most important theories of consumer behavior (LGBWL-1). • Students are able to apply key methods of consumer behavior research (LGBWL-2). • Students know the statistical concepts “moderation” and “mediation” and understand how to apply them (LGBWL-2). • Students are able to analyze consumer behavior data using R and to interpret the results (LGBWL-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master’s Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Jan Landwehr			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.			
Grading		In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.			

Course Code: CSCC	Module Title: Customer Satisfaction and Consumer Choice	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Marketing Analytics					
Content					
	This course conveys the theory of customer satisfaction and consumer choice as well as quantitative techniques for empirical analysis and control of customer satisfaction and consumer choice. Participants will become familiar with the theoretical foundations of customer satisfaction and consumer choice, approaches to empirical measurement in practice and academia, and empirical analysis with the goal to control satisfaction and choice. To this end the course provides an introduction into the econometric analysis of discrete data, e.g., responses on a five point rating scale. In practice sessions, participants will apply these models to the analysis of simulated and real data that may be collected by participants as part of the course. The course uses R for programming and data analysis.				
Learning Goals					
	<ul style="list-style-type: none"> • Students become familiar with the most important theories of customer satisfaction and consumer choice (LGBWL-1). • Students become familiar with the various techniques to collect customer satisfaction data and important commercial data sources (LGBWL-2). • Students become familiar with the methods for explaining, prediction, and control of customer satisfaction and consumer choice (LGBWL-2). • Students feel confident to apply, communicate, and act upon these methods independently (LGBWL-4, LGBWL-5). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Dr. Thomas Otter				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.				
Grading	In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.				

Course Code: DSMA	Module Title: Data Science and Marketing Analytics	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Marketing Analytics					
Content					
	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.				
Learning Goals					
	<ul style="list-style-type: none"> • Students will be able to work with a select number of tools for acquiring marketing data from online resources (LGBWL-1, LGBWL-2, LGBWL-3). • Students will be able to work with a select number of tools for storing, managing, and manipulating marketing data in databases (LGBWL-2, LGBWL-3). • Students will be able to prepare raw marketing data for further analyses, based on knowledge of a select number of data cleaning techniques (LGBWL-1, LGBWL-2, LGBWL-3). • Students will be able to deal with missing values in marketing data, based on knowledge of a select number of data imputation techniques (LGBWL-2, LGBWL-3). • Students will be able to 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 (LGBWL-1, LGBWL-2, LGBWL-3). • Students will be able to acquire, manage, prepare, and analyze data for investigating a real-life marketing issue, using the techniques that are discussed in this course (LGBWL-1, LGBWL-4, LGBWL-5). • Students will be able to translate the outcomes of the analyses into practical managerial implications; Present in writing the outcomes of the analyses and their managerial implications (LGBWL-2, LGBWL-4, LGBWL-5). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Dr. Keyvan Dehmamy				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.				
Grading	In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.				

Course Code: NPMM English translation: - Specialization: Marketing Analytics	Module Title: New Products Management	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>In the technical development phase alone, companies worldwide spend over one hundred billion dollars a year on new products. The level of investment coincides with its importance — product innovation is critical to future growth and differentiation. However, evidence suggest that about 40% of new products fail, and when a product flops, it often generates bad publicity. New product failure is by far not merely a technical matter, the reasons are many and varied. Since firms are often not fully focused on assessing how their customers evaluate products and perform purchase decisions, most flops are built upon a lack of understanding of the customer. Best practice examples show that successful firms are more effective at screening out bad ideas early. This course therefore explores the factors that enhance a new product’s success in the marketplace. It further provides an in-depth view of problems and tasks of new product management and explains fundamental concepts and methods, such as identifying customer needs for implementation into product policy and market launch of new products.</p> <p>New product development is a cross-functional task involving several functional areas such as marketing, R&D, engineering, manufacturing, production, design, and others. To this end, the course elaborates on marketing’s role in bringing together the different perspectives within an organization.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students become familiar with the most important theories of consumer preferences, choice behavior, innovation management, market launch, and management of established products (LGBWL-1). • Students become familiar with advanced methods for explaining and prediction of consumer preferences (LGBWL-2). • Students become familiar with the various techniques for generating and evaluating new product ideas (LGBWL-2). • Students will apply methods to forecast new products’ diffusion process and long-term market success, to identify sources of sales success, and different methods of pricing (LGBWL-2) 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master’s Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		irregularly			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Torsten Bornemann, Dr. Dominik Hettich			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.			
Grading		In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.			

Course Code: SMMA English translation: - Specialization: Marketing Analytics	Module Title: Strategic Market Management	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>The course "Strategic Market Management" is designed for students interested in understanding competitive market strategies. Firms operate in dynamic marketplace environments in which not only consumers but also competition, technology and market forces constantly redefine the industry. Fundamental to firm success therefore is a coherent marketing strategy that is characterized by a firm's capacity to constantly monitor and swiftly respond to market opportunities. This course will examine various elements of marketing strategy, such as market orientation, customer and competitor analysis, value delivery, among others. We will not pay attention to the tactical decisions or behavioral models of marketing decision-making but instead analyze and develop firm strategies at the firm, inter-organization, and industry level.</p> <p>The core of the class is a set of case studies.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students analyze firm market positions and competitive strategies to maintain or achieve a given market position (LGBWL-1, LGBWL-2). • Students understand the external and internal factors that shape a firm's competitive strategy (LGBWL-1). • Students apply frameworks to understand and evaluate competitive strategies (LGBWL-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Jun.-Prof. Simone Wies, Ph.D., Paul Hilfrich			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.			
Grading		In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.			

Course Code: BOR1_W24	Module Title: Advanced Topics in Marketing Research	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Marketing Analytics					
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. For example, seminar discussions might juxtapose individual versus group decision-making, consumer versus organizational behavior, or marketing accountability versus management accounting angles. 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 Goals					
	<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 (LGBWL-2). • Students will – in their supervised theses – critically evaluate extant research in the context of the applied methodology with regards to their specific research questions (LGBWL-2, LGBWL-3). • Students will conduct and craft structured as well as problem-focused literature reviews, and develop rigorous solution frameworks (LGBWL-1, LGBWL-2, LGBWL-3). • 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 (LGBWL-4). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Torsten Bornemann, Sophie Charlotte Feldner			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: KIM1_W24 English translation: Current Topics in Marketing Specialization: Marketing Analytics	Module Title: Aktuelle Themen im Marketing	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
The seminar will cover current marketing topics from recent years. The topics are worked on by the students in a written paper and presented in joint teams. For more information and details on the content, as well as a guide to scientific work in the previous kick-off event.					
Learning Goals					
<ul style="list-style-type: none"> • Students learn to work scientifically and critically consider scientific studies (LGBWL-1). • Students learn about and apply current research methods in marketing (LGBWL-2). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof.in. Dr. Ju-Young Kim, Lea Sollfrank			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: SKI1_W24	Module Title: Customer-Based Corporate Valuation	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Marketing Analytics					
Content					
	<p>Customer-Based Corporate Valuation (CBCV) is an innovative valuation approach whose underlying principle is the recognition that customers are a company's most valuable assets. By considering customer-related metrics such as acquisition costs, customer lifetime value and retention rates, CBCV aims to derive the value of each customer. Based upon those values, CBCV then derives the value of the corporate.</p> <p>CBCV offers insights into a company's long-term sustainability and competitive advantage, guiding strategic decision-making and resource allocation. CBCV is particularly relevant in industries where companies can track each customer's behavior over time and customer loyalty plays a significant role, such as retail, telecommunications, financial services, and software.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students should understand how to conduct a customer-based corporate valuation. • Students should prepare for their master thesis, which also involves finding a suitable topic. • Students should learn how to facilitate discussions on new research ideas and opportunities, particularly those related to CBCV. 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof. Dr. Bernd Skiera, Thilo Kraft				
Examination Prerequisites					
Proof of Attendance	yes				
Proof of Performance	none				
Mode of Teaching	seminar				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).				
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance				

Course Code: ECK1_W24 English translation: Research Seminar in Consumer Behavior Specialization: Marketing Analytics	Module Title: Forschungsseminar Konsumentenverhalten	Module Type Seminar	6 ECTS (total) = 180 h		2 h / week
			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Content					
Students of the module „Research Seminar in Consumer Behavior“ practice how to conceptualize experimental studies on consumer behavior topics. In particular, each student is required to implement the process of generating an adequate research idea, to derive theory-driven hypotheses, and to design an experiment.					
Learning Goals					
<ul style="list-style-type: none"> • Students are able to design a consumer behavior experiment (LGBWL-2). • Students are able to convincingly present their ideas and to discuss them with the audience (LGBWL-4). • Students deepen their knowledge of consumer psychology theories (LGBWL-1). 					
Participation Requirements					
none					
Recommended Prerequisites					
Lecture Consumer Insights Workshop Marketing Analytics Intro R					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Lisa Eckmann			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		Term work (about 20 pages) and a presentation (20 minutes).			
Grading		Normally based on 60% of the term work performance and 40% of the presentation performance			

Course Code: MAIR	Module Title: Marketing Analytics Intro R	Module Type Seminar		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h
Specialization: Marketing Analytics				
Content				
	<p>The aim of this voluntary course is to introduce students to the programming language R. R is a globally used, very flexible, and powerful tool for statistical computing. Students will be able to master the basics in R and will gain a solid foundation that can be built upon in more advanced courses. Basic knowledge of R is required for most courses in the Marketing Analytics specialization. During the course, students are expected to actively participate and work on exercises that will be discussed in class afterwards. The following topics will be covered: introduction to the environment of R and RStudio, data import, variable and subset creation, transformation and aggregation of datasets, descriptive analyses, graphs. The course does not count as a regular elective and does not award credit points. However, students can obtain a participation certificate upon successful completion of a voluntary take-home final assignment.</p>			
Learning Goals				
	<ul style="list-style-type: none"> • Students are familiar with the environment of R and RStudio (LGBWL-2). • Students are able to handle data (importing data into R, creating subsets and variables, etc.) using R and RStudio (LGBWL-2). • Students are able to perform basic descriptive data analyses (descriptive statistics, graphs) using R and RStudio (LGBWL-2). 			
Participation Requirements				
	none			
Recommended Prerequisites				
	none			
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered	irregularly			
Duration of the Module	one semester			
Lecturer(s)	Katharina Berost, Fabian Rüter			
Examination Prerequisites				
Proof of Attendance	yes			
Proof of Performance	none			
Mode of Teaching	seminar			
Language	German or English			
Examination	Type, Form, Duration			
Forms of Examination				
Grading				

Ethics

Course Code: AIET English translation: - Specialization: Ethics	Module Title: AI-Ethics: Ethical Implications of Economic Limits and Growth Opportunities	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>What is AI ethics? When a new technology gradually penetrates into societal, social, economic and political contexts, ethical questions inevitably arise that trigger debates and at the same time require an interdisciplinary understanding of two sides: AI and ethics. It is about the room for maneuver of human actors and the possible potentials in the initially emerging dimensions of technology assessment, ethics in a new AI context and functionalities of the AI, which can entail new ethical questions and require an ethical debate in advance. AI ethics starts at these interdisciplinary points and links the topics and questions to form a modern overall complex of ethical, economic, social, political and societal dimensions.</p>					
Learning Goals					
<ul style="list-style-type: none"> • Students will analyze ethical dilemmas arising from the use of AI in business contexts. • Students will demonstrate interdisciplinary understanding of AI and ethical considerations in business decision-making. • Students will evaluate the impact of AI on businesses and propose ethical frameworks for AI development and deployment in a business context. • Students will develop communication skills to navigate ethical considerations in AI usage and development in a professional business environment, and apply modern research techniques to investigate ethical issues related to AI. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Patrick Hedfeld			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: WPBF English translation: Applied Issues of Business Ethics in Finance Specialization: Ethics	Module Title: Angewandte wirtschaftsethische Problemfelder im Bezug auf Finanzmärkte	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>Ethics in Finance is more than knowing how to focus on value as well as values in respective actions. Leaders and managers in finance need to elaborate a deep understanding of the rational of finance and therefore of institutional constraints and solutions to realign their business and organization on ethical structures.</p> <p>We will discuss contemporary debates in ethics of finance on a conceptual as well as practical level. We will review the illusion of moral behavior in current best practice and understand the need of order aspects in ethics. We revisit the impact of codes of ethics, industry standards, regulations and the challenge to observe or to audit them.</p> <p>Based on actual industry cases, participants shall practice to deal with ethical dilemmas and heterogeneity inside the claims of morals, integrity and society. They understand how to deal with emerging dilemmas and analyze signals representing complexity in today's fast-paced financial world. By the end of the course, participants face a broad understanding on how sound corporate ethics can be established and will contribute to the financial bottom-line of a company.</p>					
Learning Goals					
<ul style="list-style-type: none"> • The students will analyze economic problems with ethical methodology, apply philosophical knowledge in the context of different business situations and will be able to analyze, present and implement the function and significance of ethics in a business context (LGBWL-1). • The students will apply philosophical argumentation techniques in business management questions and learn the particularities of applying ethical research techniques for economic contexts (LGBWL-2). • The students will make ethical, environmental and sustainability related connections usable for economic and business arguments related to utility considerations (LGBWL-3). • The students use appropriate communication channels for ethical arguments, lead negotiations in a professional working environment to ethical results and will learn to use ethical argumentation into meaningful rhetorical presentation techniques (LGBWL-4). • The students will be able to conduct ethical debates with scientific arguments (LGBWL-4) and will learn to distinguish correct from erroneous ethical arguments (LGBWL-5). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Eberhard Schnebel			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: ESGR	Module Title: ESG Ratings	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Ethics					
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 Goals					
	<ul style="list-style-type: none"> • Students will be able to look beyond financial data (LGBWL-5_2). • Students will understand Environmental, Sustainability and Governance issues (LGBWL-5_1). • Students will relate ESG criteria to financial institutions (LGBWL-3_2). • Students will learn about discloures and transparency principles (LGBWL-3_1). • Students will recognize the value of non financial reporting (LGBWL-5_2). • Students will discuss KPI in the light of ESG (LGBWL-5_3). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Dr. Godehard Puckler				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).				
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.				

Course Code: MAMO English translation: - Specialization: Ethics	Module Title: Management by Morals	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>Business ethics has made its way into the centre of attention of today's business. Fines amounting to billions of euros and the threat of severe damages to their image lead businesses to ensure ethically and legally correct behaviour enter as part to their top management objectives – often called compliance, governance, or integrity.</p> <p>This seminar takes the integration of business ethics into day-to-day business as connecting factor and discusses practical questions in this context. Taking moral values as the basis for corporate actions, "managing by morals" describes the attempt to carve out their functions and operating modes. Consequently, the seminar deals with a notion that is central to practical implementation, namely establishing moral value judgements. Alongside discussing organisational and technical control and sanctioning mechanisms as the traditional enforcement actions, we will focus on the application of insights from what is called Behavioural Business Ethics. As this seminar is set up in a practice-oriented way, we will deepen each topic's understanding by discussing real-world examples and case studies alike.</p>					
Learning Goals					
<ul style="list-style-type: none"> • The students will analyze business ethics problems and apply expertise to analyze business ethics dilemmas (LGBWL-1). • The students will apply the experimental methodology in business ethics questions (LGBWL-2). • The students will include ethical concerns in their economic decision-making processes (LGBWL-3). 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Robert Schmuck (geb. Holzmann)			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: PCSR	Module Title: New Perspectives on CSR as a Management Tool	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Ethics					
Content					
	Corporate Social Responsibility (CSR) has become widely accepted as a cornerstone of the corporation. The course analyses all possible reasons, but will focus on the strategic considerations for this development. In contrast to philanthropic or not-for-profit reasoning, strategic CSR faces two main problems. The first one is concerned with measurement of effects, while the second one concentrates on the difficulties of efficient implementation within the corporation and society. Some new insights from behavioural and experimental economics are taken into account as well. We will discuss those strands to acquire a more advanced understanding of the interrelation of different aspects of CSR as a strategic management tool.				
Learning Goals					
	<ul style="list-style-type: none"> • Students encounter different perspectives on CSR and learn about how CSR connects to different areas of strategic management (LGBWL-1). • Students develop the readiness to incorporate aspects of ethics, morality, sustainability, and environmental issues into management decisions (LGBWL-3). • Students are able to apply their theoretical knowledge to a research project and to communicate its content both orally and in written form (LGMMF-1). • Students recognize the extent and importance of ethical issues in strategic decision making and the management of stakeholder relationships (LGMMF-2). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Tim Bonowski			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: SSEM	Module Title: Strategisches Sustainability- und ESG-Management:	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
English translation: -	Wirtschaftsethische Ansprüche und Umsetzungsstrategien		Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Ethics					
Content					
	<p>The central question of the module is: How do I translate theoretical knowledge about business 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 societal developments related to sustainability and ESG aspects, a selection of business and corporate ethics perspectives, and some relevant empirical studies, we will jointly develop a condensate of theoretical and empirical insights in the module.</p> <p>Building on this, we look at some typical strategic management tools, practice guides and selected case studies that can support the development of a company-specific sustainability strategy.</p> <p>Special attention will be paid to the transition from a corporate philosophy or a "purpose" with social and ecological claims to a practical integration into a new or existing business model. The aim of the module is to enable participants to develop their own sustainability strategy for any given company based on theoretical insights, relevant environmental knowledge and management tools.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students will be able to incorporate ethical, environmental, and sustainability concerns in strategic management (LGBWL-3). • Students will be able to assume responsibility as leaders for the ethical aspects and social and environmental impacts of their actions (LGBWL-5). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Tim Philipp Bruns, Anke Trischler			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		German			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Course Code: SCSR English translation: - Specialization: Ethics	Module Title: Sustainable CSR under the Systemic Conditions of Competition and Globalization	Module Type Elective	6 ECTS (total) = 180 h		3 h / week
			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Content					
<p>How can private companies fulfill moral objectives in the form of different social or environmental stakeholder interests when they are simultaneously exposed to competition and operate in global markets with significant governance gaps?</p> <p>In this course, we will develop institutional economics-based, oder-ethics solutions to the problem of "morality in competition." This means analyzing or designing governance mechanisms, such as codes of conduct and industry standards, that can realize win-win potentials. In this conception, CSR is not seen as "charity" but as a durable business strategy that can be implemented in a sustainable manner to increase long-term corporate value in a competitive market situation.</p>					
Learning Goals					
<ul style="list-style-type: none"> You will understand the challenges companies face in implementing moral goals under the systemic conditions of competition and globalization. You will be able to apply simple models such as the "Prisoner's Dilemma" to identify and analyze ethical problems in the corporate context. You will be able to distinguish between different types of problems (e.g. one-sided vs. many-sided social dilemmas) as well as different types of governance mechanisms as their respective solutions (e.g. individual vs. collective self-commitments). You will learn how to apply these solutions, i.e., redesign the "rules of the game" in concrete, practical cases. You will be able to systematically analyze existing governance mechanisms to identify their strengths and weaknesses and develop proposals for possible improvements. 					
Participation Requirements					
none					
Recommended Prerequisites					
none					
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Dr. Christof Altmann			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).			
Grading		In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.			

Electives

Course Code: EEMC	Module Title: English for Economists Master's Course	Module Type Elective	6 ECTS (total) = 180 h		2 h / week
English translation: -			Hours in Class 2 SWS / 23 h	Self-Study 157 h	
Specialization: Freier Bereich					
Content					
	The Master's Course brings all participants' knowledge of English to an extremely high level. Great emphasis will be placed on perfecting oral and writing skills in the form of presentations, discussions, role-plays and case studies, all based on authentic and up-to-date course materials taken from the fields of Economics and Business Administration. Students will be given ample opportunity to actively participate in the course by making individual contributions, in pair work, in small group and plenary activities. Grammatical perfection in oral and written work will be given high priority.				
Learning Goals					
	<ul style="list-style-type: none"> • Graduates of the Course are able to communicate with ease, i.e. in a differentiated and precise way, in the English language as a foreign language on a variety of general and economic topics (LGBWL-1) (LGBWL-4) (LGMMF-1) (LGIEEP-1) (LGWipäd-1) • They have mastered the English language in all four language-learning skills: speaking, listening, reading and writing to the competence level of C1.2 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages (LGBWL-1) (LGBWL-4) (LGMMF-1) (LGIEEP-1) (LGWipäd-1) • They are in a position to understand and to apply the principles of grammatical subtleties of general English as well as specialized English (LGBWL-4) (LGMMF-1) (LGIEEP-1) (LGWipäd-1) • They possess a profound cultural understanding of the English-speaking world so as to be able to express themselves in an optimal way both orally and in writing when communicating on an international stage (LGBWL-4) (LGBWL-5) (LGMMF-1) (LGIEEP-1) (LGWipäd-4) 				
Participation Requirements					
	Successful passing of the qualifying test at the CEFR Level C 1.1. This is offered in the first week of lectures. Exception: Lecturers in business studies with English as the field of study II who have already passed the qualifying test at CEFR Level B 2.2.				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in Betriebswirtschaftslehre (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		every semester			
Duration of the Module		one semester			
Lecturer(s)		Joanne Glen, B.A.			
Examination Prerequisites					
Proof of Attendance		yes			
Proof of Performance		none			
Mode of Teaching		seminar			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		An oral group examination lasting about 7 minutes per participant and a 90 minute written examination. Both ex-amination performances take place at the end of the course. The third course assessment consists of a piece of term work of 1000 words which is composed about a business topic during the lecture time.			
Grading		Oral examination 25%; Written examination 50%; Term work 25%			

Course Code: FECO	Module Title: Fundamentals of Econometrics	Module Type Elective (Import)	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Freier Bereich					
Content					
	The module deals with econometric analysis of data on the micro or macro level as they occur in cross-section or longitudinally (over time). Use of the methods is demonstrated and practiced with the aid of examples and exercises using econometric standard software. Special contents, amongst others, include: Least-squares estimation and the properties of the least squares estimator; generalised least squares procedure and its properties; procedures for model selection; panel estimations; instrumental variables estimates and their properties; time series analysis.				
Learning Goals					
	<ul style="list-style-type: none"> Mastering state-of-the art modelling approaches and research methodology in economics, finance, law and economics, management and/or marketing (LGMSQ-1/LGPHD-1). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department		M.Sc. in International Economics and Economic Policy (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre M.Sc. in International Management M.Sc. in Money and Finance M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Daniel Gutknecht, Ph.D.			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		(i) A 90 minute written examination or (ii) a 90 minute written examination and practice exercises.			
Grading		(i) 100% written examination or (ii) 80% written examination and 20% practice exercises.			

Course Code: FMAC	Module Title: Fundamentals of Macroeconomics	Module Type Elective (Import)	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Freier Bereich					
Content					
	<p>This course introduces the basic concepts and key tools that are central to the understanding of macroeconomic issues. The main part concerns models of short-term fluctuations. Next, we study the determinants of consumption and investments whose behavior is central to both growth and business cycles. Next, we study labour market frictions. The last part of the course is devoted to theories of money growth and inflation and to theories of unemployment.</p> <p>The theoretical analysis is supplemented by examples of relevant empirical work, illustrating the ways that theories can be applied and tested.</p> <p>This course has two objectives. First, learning how an economy works and the instruments to understand macro policy debates. Second, learning how to think analytically about problems such as long run business cycles, inflation, unemployment and the conduct and pitfalls of monetary and fiscal policies. The ability to understand the ever-changing environment and follow or participate in current policy debates is significantly enhanced by the formalized approach to macroeconomics taken by this course.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students able to use formal mathematical models to analyze behavior of economic agents aggregated in the economy based on the notion of equilibrium, and interpret the outcomes. • Students understand business cycles and effects of real shocks (f.i. technology) to the economy. • Students understand market frictions, specifically, labor market friction and imperfect competition, their effect on economy and agents' well-being in terms of economic welfare. • Students learn about the modern monetary policy, its effects in terms of economic outcomes and limitations. 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master's Program / Department	M.Sc. in International Economics and Economic Policy (FB 02)				
Module Can Be Used in the Following Programs	M.Sc. in Betriebswirtschaftslehre M.Sc. in International Management M.Sc. in Money and Finance M.Sc. in Wirtschaftsinformatik				
Frequency the Module Is Offered	once per year				
Duration of the Module	one semester				
Lecturer(s)	Prof.in. Dr. Beatriz Maria De Blas Perez				
Examination Prerequisites					
Proof of Attendance	none				
Proof of Performance	none				
Mode of Teaching	lectures and exercises				
Language	English				
Examination	Type, Form, Duration				
Forms of Examination	(i) A 90 minute written examination or (ii) a 90 minute written examination and practice exercises.				
Grading	(i) 100% written examination or (ii) 80% written examination and 20% practice exercises.				

Course Code: FMIC	Module Title: Fundamentals of Microeconomics	Module Type Elective (Import)	6 ECTS (total) = 180 h		3 h / week
English translation: -			Hours in Class 3 SWS / 34 h	Self-Study 146 h	
Specialization: Freier Bereich					
Content					
	<p>The module “Fundamentals of Microeconomics“ provides the student with basic introduction about the contents and methods used in microeconomics at an advanced level.</p> <p>Classical microeconomics: 1. the model of consumers; 2. the model of a company; 3. the partial market; 4. general equilibrium; 5. externalities and public goods; 6. adverse selection and moral hazard.</p> <p>Game theory: 1. static games using complete and incomplete information; 2. dynamic games using complete and incomplete information; 3. oligopoly theory.</p>				
Learning Goals					
	<ul style="list-style-type: none"> • Students learn to understand and reflect modern microeconomic theory (LGBWL-1, LGMMF-3, LGIEEP-3). • Students learn to master quantitative microeconomic methods (LGBWL-2, LGMMF-3, LGIEEP-3). • Students learn to analyze economic questions by applying their knowledge in microeconomic theory and to formulate solutions for economic problems (LGBWL-1, LGBWL-2, LGMMF-4, LGIEEP-4). 				
Participation Requirements					
	none				
Recommended Prerequisites					
	none				
Master’s Program / Department		M.Sc. in International Economics and Economic Policy (FB 02)			
Module Can Be Used in the Following Programs		M.Sc. in Betriebswirtschaftslehre M.Sc. in International Management M.Sc. in Money and Finance M.Sc. in Wirtschaftsinformatik			
Frequency the Module Is Offered		once per year			
Duration of the Module		one semester			
Lecturer(s)		Prof. Dr. Ferdinand von Siemens			
Examination Prerequisites					
Proof of Attendance		none			
Proof of Performance		none			
Mode of Teaching		lectures and exercises			
Language		English			
Examination		Type, Form, Duration			
Forms of Examination		(i) A 90 minute written examination or (ii) a 90 minute written examination and practice exercises.			
Grading		(i) 100% written examination or (ii) 80% written examination and 20% practice exercises.			