# 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 2019/2020

This version: October 12, 2019

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

## Inhalt

<table>
<thead>
<tr>
<th>Subject</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>2</td>
</tr>
<tr>
<td>Finance</td>
<td>14</td>
</tr>
<tr>
<td>Information Management</td>
<td>35</td>
</tr>
<tr>
<td>Managerial Economics</td>
<td>47</td>
</tr>
<tr>
<td>Marketing Analytics</td>
<td>55</td>
</tr>
<tr>
<td>Ethics</td>
<td>61</td>
</tr>
<tr>
<td>Electives</td>
<td>66</td>
</tr>
</tbody>
</table>
## Accounting

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIRS</td>
<td>Ausgewählte Probleme der Rechnungslegung: Bilanzrechtsprechung</td>
<td>Elective</td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

### Content

The course focuses on key accounting issues of German commercial (German local GAAP) and tax accounting. In addition, the course also focuses on the effect of recent jurisdiction of the German Federal Fiscal Court on practical accounting issues. Especially, the course presents and critically analyzes relevant rulings of the German Federal Fiscal Court regarding recognition of assets, liabilities, accruals and revenues.

### Learning Goals

- Students obtain an in-depth knowledge of the system of the German principles of orderly accounting and hence, the basis of accounting to the German commercial code (LGBWL-1).
- Students get familiar with further principles for recognition of assets, liabilities, accruals and revenues that have been developed by the German Federal Finance Court (LGBWL-2).
- At the end of the course, students should be able to self-reliantly solve accounting issues and to put this knowledge into practice in their daily work (LGBWL-4).

### Participation Requirements

none

### Recommended Prerequisites

Elective: Financial Statement and Financial Statement Analysis

### 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

**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: COKA

**English translation:** Management Accounting and Cost Analysis

**Specialization:** Accounting

#### Module Title:
Controlling und Kostenanalyse

#### Module Type:
Elective

#### 6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

#### Content

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.

#### Learning Goals

- 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**

- 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.
<table>
<thead>
<tr>
<th>Course Code:</th>
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</tr>
<tr>
<td>Specialization:</td>
<td>Accounting</td>
</tr>
<tr>
<td><strong>Module Title:</strong></td>
<td>Empirical Accounting Research</td>
</tr>
<tr>
<td><strong>Module Type:</strong></td>
<td>Elective</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td>3 SWS / 34 h, Self-Study 146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
</tr>
</tbody>
</table>

### Content

The course introduces master students to empirical research in financial accounting. Specifically, students learn about various research fields in capital market-based accounting research. Moreover, the course provides students with a “toolkit” of common empirical research methods. Current research papers are discussed in class. After passing this course, students will be well-equipped to write an empirical master thesis. The course format will be a mixture of lectures and discussions. Hence, the course requires active participation during research paper discussions and computer lab sessions.

### Learning Goals

- Students will learn how to identify relevant literature and get an introduction into the conceptual and methodological skills required for an empirical master thesis (LGBWL-2).
- Students will critically evaluate extant research in the context of the applied methodology with regards to their specific research questions (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 (LGBWL-4).
- With regard to applied research questions in general, students will improve their understanding on the interface of theory, methodology and problem solving. This includes both, theoretical and practical relevance (LGBWL-1, LGBWL-2, 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

irregularly

### Duration of the Module

one semester

### Lecturer(s)

Prof. Dr. Martin Nienhaus

### Examination Prerequisites

- **Proof of Attendance**: none
- **Proof of Performance**: none

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

#### 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.
### Content

The lecture will deal with the legal basis and economic implications of taxing companies with cross-border operations. The lecture will introduce participants to the phenomenon of double taxation and other typical international tax law structures by using examples in German tax law to illustrate the principles underlying the taxation. A key component of the lecture will therefore be the sources of international tax law (national, EU directives, double taxation treaties and the principles of transfer pricing), the relationship with German international tax law and the taxation of income from cross-border operations. Furthermore, the discourse will analyze alternative courses of action and investment options as part of a comparison of different tax burdens and the resulting influence of the taxation on the cross-border venture. The lecture material will be accompanied with practice scenarios and case studies at every step.

### Learning Goals

- The students will acquire an understanding of all salient areas of German international tax law and will be able to apply this knowledge to all questions of practical relevance (LGBWL-1).
- The students will be able to identify the applicable sources of law from questions relating to international tax law, pinpoint problems and develop ideas on optimization in a structured and analytical manner (LGBWL-4, LGBWL-5).
- Students will expand the breadth and depth of their skills in the area of tax and be able to develop solutions for cross-border tax issues and critically assess international issues from a tax perspective (LGBWL-3, LGBWL-5).

### Participation Requirements

none

### Recommended Prerequisites

Knowledge in corporate taxation

### 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. Stefan Köhler

### Examination Prerequisites

Proof of Attendance

none

Proof of Performance

none

### Mode of Teaching

lectures and exercises

### Language

German

### Examination

#### Type, Form, Duration

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.
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<thead>
<tr>
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<td>Financial Statement and Financial Statement Analysis</td>
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<td>Specialization:</td>
<td>Accounting</td>
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<tr>
<td>Module Code:</td>
<td>JAAN</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Jahresabschluss und Jahresabschlussanalyse</td>
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<tr>
<td>Module Type:</td>
<td>Elective</td>
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<td>6 ECTS (total) = 180 h</td>
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<tr>
<td>Hours in Class:</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study:</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
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</tbody>
</table>

**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 usefulnes). 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**

- 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**

**Forms of Examination**

Type, Form, Duration

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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>LUAG</th>
<th>Module Title:</th>
<th>Leitung und Überwachung der Aktiengesellschaft, praktische Einblicke und internationale Perspektiven der Corporate Governance</th>
<th>Module Type</th>
<th>Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>English translation:</td>
<td>Management and monitoring of stock corporations, practical insights and international perspectives on corporate governance</td>
<td>Specialization:</td>
<td>Accounting</td>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**Content**

The course module “Management and supervision of a stock corporation – practical insights and international perspectives on corporate governance (LUAG)” 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.

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.

**Learning Goals**

- 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)**

Dr. Peter Henning

**Examination Prerequisites**

Proof of Attendance none

Proof of Performance none

**Mode of Teaching**

lectures and exercises

**Language**

German

**Examination**

**Forms of Examination**

Type, Form, Duration

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.
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<th>Course Code:</th>
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<tr>
<td>MCDA</td>
<td>Management Control and Data Analytics</td>
<td>Elective</td>
<td>3 SWS / 34 h</td>
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</table>

**Content**

This course covers data-driven management control and decision making in modern firms with an emphasis on applied empirical methods. A broad range of topics in the area of performance management is addressed such as dealing with data issues, concepts of performance measurement and organizational design, as well as the empirical estimation of value drivers.

The course is based on case studies to show how data can be used to find solutions to management problems. Students acquire a broad range of skills related to programming, statistics, group work, and language. With regard to the method, the course also prepares for the master thesis in the area of management accounting and performance management.

**Learning Goals**

- Students learn to use STATA as a tool for data organization and analyses (LGBWL-2).
- Students learn to apply theory, concepts, and methods to solve managerial problems with data analyses (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**

irregularly

**Duration of the Module**

one semester

**Lecturer(s)**

Prof’in. Dr. Sara Bormann

**Examination Prerequisites**

- Proof of Attendance: none
- Proof of Performance: none

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**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.
<table>
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<tr>
<th>Course Code:</th>
<th>SMCS</th>
</tr>
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<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Accounting</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Strategy and Management Control System</td>
</tr>
<tr>
<td>Module Type:</td>
<td>Elective</td>
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<td>6 ECTS (total) = 180 h</td>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
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<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
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</tbody>
</table>

### Content

The aim of this course is to provide students with an understanding of the role of management control systems (MCS). The course discusses how different management control instruments are used to implement a company’s strategy by aligning individual, business unit and company goals. In particular, different management control alternatives (e.g., results control, action control, personnel controls, culture control) will be discussed. Furthermore, specific control instruments elements such as financial and non-financial performance measures, budgeting, target setting, and incentives will be covered. Considering organizational characteristics and behavioral aspects, the course highlights advantages and disadvantages of these different control instruments.

### Learning Goals

- Students gain an understanding on the design of management control systems and different management control alternatives (LGBWL-1, LGBWL-3).
- Students know different control instruments and are able to design and apply them (LGBWL-5, 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

irregularly

### Duration of the Module

one semester

### Lecturer(s)

Prof’in. Dr. Sara Bormann

### Examination Prerequisites

- Proof of Attendance: none
- Proof of Performance: none

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

#### Type, Form, Duration

- 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:
CGAA

### English translation:
Corporate Governance and Auditing

### Specialization:
Accounting

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class</th>
<th>Self-Study</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>CGAA</td>
<td>Unternehmensüberwachung: Corporate Governance and Auditing</td>
<td>Elective</td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Content

The course 'Accounting: Corporate Governance and Auditing' provides an overview of the main topics of corporate governance and business audit. In addition to the scientific presentation, the practical implementation of the presented concepts as well as the underlying legal norms are analyzed. The term 'Corporate Governance' is used to discuss standards of conduct for corporate management and corporate control. In particular, subject of the course are the following aspects: corporate constitution, activity and codetermination of the Supervisory Board, German Corporate Governance Code, Management and Supervisory Board compensation, risk management, compliance and auditing. The subject area 'Business Audit' conveys the fundamentals of a business-process-oriented audit, particularly with regard to the communication of the audit results. In addition, aspects of quality assurance are addressed and the compatibility of audit and consultancy is analyzed.

### Learning Goals

- Students develop the economic and legal fundamentals of corporate governance (including corporate governance systems, DCGK) and auditing (including independence of the auditor, impact of the DCGK). (LGBWL-1).
- Students enhance their substantive and methodological expertise in the area of corporate governance, they gain detailed knowledge about the tasks, functions, as well as the interaction of corporate bodies and are able to assess and critically question incentive and control mechanisms. (LGBWL-1, LGBWL-4, LGBWL-5).
- Students obtain comprehensive and specialized knowledge about the fundamentals of business audit (IDW PS/ISA), the risk-oriented audit and the audit of early risk detection systems. Students are familiar with the expectation gap and can review and critically discuss issues (such as questions of the independence of the auditor on the example of internal versus external rotation) (LGBWL-1, LGBWL-4).
- Students develop detailed insights into the concept of value-oriented corporate reporting and the reporting of the auditor, which are relevant to the labor market. (LGBWL-1, LGBWL-3, LGBWL-5).
- Students are confronted with key results and methods of current accounting research. After completing the course, students should be able to compare, interpret and critically discuss results of analytical, empirical and normative research (LGBWL-2).

### Participation Requirements

none

### Recommended Prerequisites

Basic knowledge in 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. Dr. Hans-Joachim Böcking

### Examination Prerequisites

- Proof of Attendance: none
- Proof of Performance: none

### Mode of Teaching

lectures and exercises

### Language

German

### Examination

<table>
<thead>
<tr>
<th>Forms of Examination</th>
<th>Type, Form, Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>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).</td>
<td></td>
</tr>
</tbody>
</table>

### 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:
BOE1:W20

### English translation:
Selected Topics in Financial Reporting and Corporate Governance

### Specialization:
Accounting

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>BOE1:W20</th>
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<tbody>
<tr>
<td><strong>Module Title:</strong></td>
<td>Ausgewählte Fragen zum Financial Reporting und zur Corporate Governance</td>
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<tr>
<td><strong>Module Type:</strong></td>
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<tr>
<td><strong>Hours in Class</strong></td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td><strong>Self-Study</strong></td>
<td>157 h</td>
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<tr>
<td><strong>2 h / week</strong></td>
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</tr>
</tbody>
</table>

### Content
Focus of the seminar are issues on accounting and corporate governance. In addition to concrete questions to corporate reporting (e.g. the concept of integrated reporting; the intended impairment rules for financial instruments under IFRS; planned changes and appropriate policies and disclosures to apply in relation to leases under IFRS) the seminar includes, for example, questions about the enforcement of accounting standards by auditors and enforcement institutions (e.g. reactions of the capital market on error statements by the German enforcement system; investigation of examination quality in depending on the size of the auditor). Current issues of corporate governance and others refer to appropriate compensation structures or the shareholder structure of listed companies as well as their influence on the corporate governance.

### Learning Goals
- In the context of this seminar module students will work to a large extent independently on new and unfamiliar questions concerning financial reporting or corporate governance and become acquainted with scientific work (LGBWL-1).
- Students acquire autonomously knowledge on results and methods of accounting research and shall be able to assess and discuss findings of empirical, normative and analytical research critically (LGBWL-2).
- Besides of an autonomously elaborated scientific seminar paper, a further and important goal is to learn the competence of presenting complex issues clearly and comprehensible, to suggest solutions, as well as to participate in discussions concerning the issues of the seminar (LGBWL-3; LGBWL-4; LGBWL-5).

### Participation Requirements
none

### Recommended Prerequisites
Electives "Corporate Governance and Auditing" (CGAA) or "Unternehmensberichterstattung: Accounting and Reporting" (ACRE)

### 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. Hans-Joachim Böcking

### Examination Prerequisites
- **Proof of Attendance**: yes
- **Proof of Performance**: none

### Mode of Teaching
seminar

### Language
German

### Examination

#### Type, Form, Duration
- 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:
BOE2:W20

### English translation:
Selected Topics in Corporate Governance and Audit

### Specialization:
Accounting

### Module Title:
Ausgewählte Fragen zur Corporate Governance und Abschlussprüfung

### Module Type:
Seminar

### Credits:
6 ECTS (total) = 180 h

### Hours in Class:
2 SWS / 23 h

### Self-Study:
157 h

### 2 h / week

## Content

Focus of the seminar are issues on corporate governance and auditing. In addition to concrete questions on current developments in the area of corporate governance the seminar includes questions about current issues and challenges of auditing.

## Learning Goals

- In the context of this seminar module students will work to a large extent independently on new and unfamiliar questions concerning corporate governance or auditing and become acquainted with scientific work (LGBWL-1).
- Students acquire autonomously knowledge on results and methods of accounting research and shall be able to assess and discuss findings of empirical, normative and analytical research critically (LGBWL-2).
- Besides of an autonomously elaborated scientific seminar paper a further and important goal is to learn the competence of presenting complex issues clearly and comprehensible, to suggest solutions, as well as to participate in discussions concerning the issues of the seminar (LGBWL-3; LGBWL-4; LGBWL-5).

## Participation Requirements

none

## Recommended Prerequisites

Electives “Corporate Governance and Auditing” (CGAA) or “Unternehmensberichterstattung: Accounting and Reporting” (ACRE)

## 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. Hans-Joachim Böcking

## Examination Prerequisites

- Proof of Attendance: yes
- Proof of Performance: none

## Mode of Teaching

seminar

## Language

German

## Examination

### Type, Form, Duration

Term work (about 20 pages) and a presentation (20 minutes).

### Forms of Examination

- Normally based on 60% of the term work performance and 40% of the presentation performance.
**Course Code:** HOM1:W20  
**English translation:** Accounting under HGB and IFRS  
**Specialization:** Accounting

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>Bilanzierung nach HGB und IFRS</th>
<th>Module Type</th>
<th>Seminar</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours in Class</td>
<td>2 SWS / 23 h</td>
<td>Self-Study</td>
<td>157 h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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**

- 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**

<table>
<thead>
<tr>
<th>Forms of Examination</th>
<th>Type, Form, Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term work (about 20 pages) and a presentation (20 minutes).</td>
<td></td>
</tr>
</tbody>
</table>

**Grading**

Normally based on 60% of the term work performance and 40% of the presentation performance.
## Finance

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>EFN3</th>
</tr>
</thead>
</table>

**English translation:** Current Topics in Trading and Settlement  
**Specialization:** Finance  

### Module Title: Aktuelle Themen in Wertpapierhandel und -abwicklung  
**Module Type:** Elective  
**6 ECTS (total) = 180 h**  
**Hours in Class:**  
3 SWS / 34 h  
**Self-Study:** 146 h  
**3 h / week**

### Content

The lecture reflects current topics and developments surrounding the value chain of securities trading. The initial cycle of the lecture addresses clearing and settlement and related functionalities, technologies and business models against the background of current debates on the European level. The lecture is taking place in cooperation with Deutsche Börse AG.

### Learning Goals

- Students have in-depth knowledge of clearing and settlement processes in electronic securities trading, enabling them to take positions in the field of asset management as well as at banks, regulatory authorities and exchanges (LGBWL-1).
- Students know the functioning of different methods to understand risk models of Central Counterparties; they know how trading orders are offset and processed and how transactions and transfers of ownership between trading parties are settled. (LGBWL-1).
- Students are able to understand regulatory requirements for securities markets and post-trade processes in Europe and to assess the impact on the market environment and underlying processes (LGBWL-1, LGBWL-3).

### Participation Requirements

- none

### Recommended Prerequisites

- Elective modules EFN1 and EFN2

### 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. Alexandra Hachmeister, Dr. Torsten Schaper

### Examination Prerequisites

- **Proof of Attendance**: none  
- **Proof of Performance**: none

### Mode of Teaching

- lectures and exercises

### Language

- German

### Examination

#### 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: BRMF
English translation: -
Specialization: Finance

Module Title: Banking Risk Management Frameworks
Module Type: Elective

6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

3 h / week

Content
Risk management is a core competency of banks. Nevertheless, the financial crisis has demonstrated that while risk models are fairly advanced at a number of banks, risk culture and risk governance is still not fully developed at many banks. Thus this course is focused on the more qualitative elements of risk management, including relevant regulatory requirements.

You will become familiar with the following topics: (1) International and national banking regulation (Basel I, II and III, CRD II to IV, SolvV, MaRisk); (2) Governance of risk management (Three lines of defence model, role of the CRO, roles of risk committees); (3) Risk strategy and appetite (Business and risk strategy, limitation of risks); (4) Risk management processes for Pillar 1 risk types (market risk, credit risk, OpRisk); (5) Risk management processes for Pillar 2 risk types (reputational risk, strategic/business risk, liquidity risk); (6) Risk mitigation strategies (hedging, risk transfer, avoidance etc.); (7) Risk reporting & disclosure (management and regulatory reporting on risk).

Learning Goals
- Students will be competent in analysing economic problems and applying specialized knowledge to different business situations (LGBWL-1).
- Ability to effectively structure and communicate economic content in both written and oral forms to audiences from academia, government and business (LGMMF-1).
- Awareness and understanding of ethical standards, the consequences of decision making in economics and business and the importance of inter-personal and leadership skills (LGMMF-2).

Participation Requirements
none

Recommended Prerequisites
Elective modules "Corporate Finance and Valuation" (CFVA) and "Capital Markets and Asset Pricing" (CMAP)

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 Kaiser, 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
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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>BDPF</th>
</tr>
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<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>Big Data in Personal Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Type:</td>
<td>Elective</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class:</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study:</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
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</tbody>
</table>

**Content**

This course is intended to familiarize students with the most important basic empirical methods in the area of personal finance. In the introduction to the theoretical concepts, the focus of this lecture will be on the practical implementation of empirical methods. This computer-based course is aimed at students who have no or little programming experience in STATA.

**Learning Goals**

- Students will be eligible for advanced methodological and empirical knowledge in the areas of Big Data and Personal Finance (LGMMF-3).
- Students will be able to plan and conduct financial analyzes and to derive recommendations for action based on their foundations (LGMMF-4).

**Participation Requirements**

none

**Recommended Prerequisites**

keine

<table>
<thead>
<tr>
<th>Master’s Program / Department</th>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M.Sc. in International Management (FB 02)</td>
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</table>

<table>
<thead>
<tr>
<th>Module Can Be Used in the Following Programs</th>
<th>M.Sc. in Money and Finance</th>
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<tbody>
<tr>
<td></td>
<td>M.Sc. in Wirtschaftspädagogik</td>
</tr>
<tr>
<td></td>
<td>M.Sc. in Wirtschaftsinformatik</td>
</tr>
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</table>

**Frequency the Module Is Offered**

irregularly

**Duration of the Module**

one semester

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>Dr. Thomas Pauls</th>
</tr>
</thead>
</table>

**Examination Prerequisites**

Evidence of Attendance

none

<table>
<thead>
<tr>
<th>Proof of Performance</th>
<th>none</th>
</tr>
</thead>
</table>

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

<table>
<thead>
<tr>
<th>Form of Examination</th>
<th>Type, Form, Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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**Grading**

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<table>
<thead>
<tr>
<th>Course Code:</th>
<th>CMAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Capital Markets and Asset Pricing</td>
</tr>
<tr>
<td>Module Type:</td>
<td>Elective</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
</tr>
</tbody>
</table>

### 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

- 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**

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: CREF

English translation: -

Specialization: Finance

Module Title: Commercial Real Estate Finance

Module Type: Elective

6 ECTS (total) = 180 h

Hours in Class
3 SWS / 34 h

Self-Study
146 h

3 h / week

Content
This course provides an overview of different aspects of commercial real estate finance. The first part of the lecture presents different valuation techniques for private and public commercial real estate. The second part discusses data challenges in measuring property returns and presents econometric methods for index construction. The third part covers the debt side of commercial property investments and the pricing of commercial mortgage backed securities. The course aims to provide students with an advanced knowledge of income-producing properties and commercial real estate markets. The course offers several R exercise sessions, in which the learned methods are applied to real estate data.

Learning Goals
- Students will have a broad understanding of the commercial real estate industry (LGBWL-1).
- Students will be capable of evaluating commercial real estate investments in the context of financial markets (LGMMF-3, LGBWL-2).
- Students will be familiar with advanced valuation techniques to analyze private and public commercial real estate (LGMMF-3).
- Students will be familiar with potential pitfalls and measurement errors when constructing commercial real estate price indices (LGBWL-2, LGMMF-3).
- Students will be introduced to the statistical software R and learn how to apply econometric tools for commercial real estate index construction and the analysis of price dynamics and cross-sectional patterns (LGMSQ-1).

Participation Requirements
none

Recommended Prerequisites
keine

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)
Daniel Ruf

Examination Prerequisites
Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination
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:** CNMA  
**English translation:** -  
**Specialization:** Finance  

<table>
<thead>
<tr>
<th>Module Title: Complex Networks - Methods and Algorithms</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class</th>
<th>Self-Study</th>
<th>3 h / week</th>
</tr>
</thead>
</table>

**Content**

Many complex systems in nature, technology or society can be represented as networks consisting of nodes connected by links. Such an approach has not only revealed structural regularities in different types of systems, e.g. food webs and social networks, suggesting common underlying mechanisms and concepts, but is also used to study the influence of the corresponding network structure on the behavior and function of the system. Recently methods from complex network theory have been applied to financial data and models, often to access systemic risk arising from the interconnections of the corresponding systems.

This course represents an introduction to concepts and methods from complex network theory. Topics include: basic network models; sampling techniques; spreading, percolation and cascade processes on networks; network control; network models for financial systems.

**Learning Goals**

- Students will be competent in analysing economic problems and applying specialized knowledge to different business situations (LGBWL-1).
- Advanced theoretical, methodological and empirical knowledge in Money and Finance or International Economics and Economic Policy (LGMMF-3).

**Participation Requirements**

none

**Recommended Prerequisites**

Knowledge of probability theory, linear algebra and calculus are recommended.

**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. Nils Bertschinger

**Examination Prerequisites**

Proof of Attendance: none  
Proof of Performance: none

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>CFVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>English translation:</td>
<td>Corporate Finance and Valuation</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
</tbody>
</table>

**Module Title:**

Corporate Finance and Valuation

**Module Type:**

Elective

**ECTS (total) = 180 h**

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>3 SWS / 34 h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**3 h / week**

### Content

The course provides an introduction to modern corporate finance theory 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. Other methods like valuation with multiples or real options are also discussed.

### Learning Goals

- 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

Basic knowledge in corporate finance

### 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. Marc Crummenerl

### Examination Prerequisites

- **Proof of Attendance**
  none
- **Proof of Performance**
  none

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

**Type, Form, Duration**

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:** FEFD

**English translation:** -

**Specialization:** Finance

<table>
<thead>
<tr>
<th>Module Title: Financial Econometrics of High Frequency Data</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hours in Class 3 SWS / 34 h</td>
</tr>
</tbody>
</table>

**Content**

The objective of this course is to introduce students to recent developments in analysis of highfrequency financial data. In recent years there has been a vast increase in the amount of highfrequency data available. Their analysis may require methods different from the common ones for, e.g., time series. This course is started from scratch, introducing the different types of highfrequency data, illustrating their processing steps, basic statistical processes and applications, e.g., liquidity modelling. Then, a probabilistic model for asset prices in continuous time is introduced and estimation in this model is considered, with main emphasis on nonparametric estimating volatility and correlations. The final part of the course is dedicated to various financial applications utilising high-frequency data, e.g., forecasting volatility.

The course will be a mixture of presentations by the instructor and practical classes. Students will be also required to complete home-work assignments, which includes solving problemsets and writing an essay in a form of a critical analysis of an econometric/finance paper dedicated to the analysis of high-frequency data.

**Learning Goals**

- Student will be able to understand different types of high-frequency data, data processing and the structure of order book (LGBWL-1).
- Students will be able to measure liquidity in different security markets (LGBWL-1, LGBWL-2).
- Students will be able to understand and estimate econometric models used for high-frequency data analysis, in particular, trade arrival dynamics and models of order book (LGBWL-1, LGBWL-2).
- Students will be able to use MatLab to high-frequency data handling and estimation of econometric models (LGBWL-1, LGBWL-2).

**Participation Requirements**

none

**Recommended Prerequisites**

Good knowledge of basics of probability theory, statistics, econometrics and stochastic processes are strongly recommended. Knowledge of time-series, financial mathematics and continuous-time stochastic processes is advantageous.

**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)**

Aleksey Kolokolov, Ph.D.

**Examination Prerequisites**

none

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**Forms of Examination**

Type, Form, Duration

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
English translation: -
Specialization: Finance
Module Title: Hedge Funds and Alternative Investments
Module Type: Elective
6 ECTS (total) = 180 h
Hours in Class
3 SWS / 34 h
Self-Study
146 h
3 h / week

### 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

- 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)

Prof. Dr. Maik Schmeling

### Examination Prerequisites

- Proof of Attendance
  - none
- Proof of Performance
  - none

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

- Type, Form, Duration
  - 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  
**English translation:** -  
**Specialization:** Finance

<table>
<thead>
<tr>
<th>Module Title: International Financial Architecture</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**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**
- 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)**
Dr. Steffen Kern

**Examination Prerequisites**
- Proof of Attendance: none
- Proof of Performance: none

**Mode of Teaching**
lectures and exercises

**Language**
English

**Examination**
**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  
<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

3 h / week

### Content

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.

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.

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.

### Learning Goals

- 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**

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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
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<tbody>
<tr>
<td>POMA</td>
<td>Portfolio Management</td>
<td>Elective</td>
<td>Hours in Class</td>
<td>Self-Study</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**Content**

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. The course includes an excursion to the Frankfurt office of Allianz Global Investors.

**Learning Goals**

- 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**

<table>
<thead>
<tr>
<th>Type, Form, Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
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**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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
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<tbody>
<tr>
<td>EFN1</td>
<td>Trading and Electronic Financial Markets</td>
<td>Elective</td>
<td>3 h / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**Content**

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.

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.

**Learning Goals**

- 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**

**Forms of Examination**

Type, Form, Duration

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: HUL1:W20

**English translation:**

- **Specialization:** Finance

### Module Title:

Central Banks and Asset Prices

### Module Type:

Seminar

### 6 ECTS (total) = 180 h

- **Hours in Class:**
  - 2 SWS / 23 h
- **Self-Study:**
  - 157 h

### 2 h / week

### 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

- 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)

- Prof. Dr. Maik Schmeling

### Examination Prerequisites

- **Proof of Attendance:** yes
- **Proof of Performance:** none

### Mode of Teaching

- seminar

### Language

- English

### Examination

**Type, Form, Duration**

- 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:W20  
**English translation:** -  
**Specialization:** Finance  
**Module Title:** Cryptocurrencies and Blockchain: Promise and Challenges  
**Module Type:** Seminar  
**6 ECTS (total) = 180 h**  
**Hours in Class**  
2 SWS / 23 h  
**Self-Study**  
157 h  
**2 h / week**

### Content

Since being first introduced in the form of Bitcoin in 2009, interest in the blockchain technology and cryptocurrencies in particular has skyrocketed. Bitcoin achieved a market capitalization exceeding $300bn in December 2017, and thousands of altcoins arising. At the same time, alternative applications of the blockchain technology is currently being explored in areas as diverse as supply-chain management, land registry or voting systems.

This seminar aims to deepen our understanding of the blockchain technology, its promise and challenges, with a focus on technological, privacy-related and financial viewpoints. Students will work on the different research topics and apply theoretical as well as empirical research methodologies like systematic literature reviews or quantitative user studies. Students will be working individually or in groups.

### Learning Goals

- Basic understanding of the technological and economical evaluation of augmented reality and associated topics such as privacy (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 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. Kai Rannenberg

### Examination Prerequisites

- **Proof of Attendance**
  yes
- **Proof of Performance**
  none

### Mode of Teaching

seminar

### Language

English

### Examination

**Type, Form, Duration**

Term work (about 20 pages) and a presentation (20 minutes).

### 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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>KRF1:W19</th>
</tr>
</thead>
<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
</tbody>
</table>

### Module Title:
Financial Decisions and Markets

### Module Type:
Seminar

### 6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>2 SWS / 23 h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Study</td>
<td>157 h</td>
</tr>
</tbody>
</table>

### Content
The seminar deals with topics of asset pricing. Each student will be assigned a particular topic. The students are supposed to review the related literature and to summarize and explain the important issues. Some of the topics might involve some empirical work or some programming (VBA or Matlab).

### Learning Goals
- Ability to effectively structure and communicate economic content in both written and oral forms to audiences from academia, government and business (LGMMF-1).
- Advanced theoretical, methodological and empirical knowledge in Money and Finance or International Economics and Economic Policy (LGMMF-3).
- Our students will apply modern research techniques to business-related problems. (LGBWL-2)
- Our students will be enabled to use appropriate communication channels and perform negotiations in a professional work environment. (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
- irregularly

### Duration of the Module
- one semester

### Lecturer(s)
- Prof. Dr. Holger 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
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Garage - The Student Lab for your own Startup</td>
</tr>
<tr>
<td>Module Type:</td>
<td>Seminar</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class</td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>157 h</td>
</tr>
<tr>
<td>2 h / week</td>
<td></td>
</tr>
</tbody>
</table>

### Content

Entrepreneurial thinking and acting are core competencies of the 21st century. This course teaches the processes and techniques which are necessary to start an own business. Students from different disciplines form interdisciplinary teams and develop their own business ideas and models. In this way - comparable to the real start-up situations - different perspectives and expertise are incorporated into marketable business projects.

Students learn about tools and methods that are useful for the discovery, evaluation and implementation of their own business ideas. At the beginning of the semester, students have the opportunity to propose their own business ideas. The best proposals will be further developed in teams in a pre-structured process (preliminary market analysis, competitive analysis etc.). At the end of the semester, students have the opportunity to present their business ideas to potential investors and experts.

Designed as real world business situations students learn throughout the entire course, what is needed in order to develop and implement a successful business model.

### Learning Goals

- Students learn to identify and evaluate innovative business opportunities by using appropriate methods and techniques (LGBWL-1).
- Students learn to manage innovative projects successfully and make decisions under uncertainty (LGBWL-2).
- Students will be able to work in an interdisciplinary team, recognize and utilize individual strengths and deal with different working styles, opinions and perspectives (LGBWL-4, LGBWL-5).
- Students learn to discuss in interactive sessions and present orally for different audiences and target groups (LGBWL-4).

### Participation Requirements

none

### Recommended Prerequisites

Basic-knowledge in entrepreneurship is recommended to participate in this seminar. Highly recommended is the attendance of the information session / presentation where useful advice will be given for the development of a business idea.

### 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)

Dr. Thomas Funke, Dr. Katharina Funke-Braun

### Examination Prerequisites

- Proof of Attendance: yes
- Proof of Performance: none

### Mode of Teaching

seminar

### Language

English

### Examination

#### Forms of Examination

- Type, Form, Duration: 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: HAK1:W20

English translation: -

Specialization: Finance

Module Title: Personal Finance

Module Type: Seminar

6 ECTS (total) = 180 h

Hours in Class
2 SWS / 23 h

Self-Study
157 h

2 h / week

Content
There is abundant evidence that many households make costly mistakes when it comes to managing their financial wealth and saving for retirement. Observable household investment and financing behavior is rarely consistent with the precepts of modern finance theory. This seminar will not only deal with typical household financial decisions and widespread mistakes but will also focus on possible instruments and mechanisms to help households improve their decision making.

Topics will include long-term asset allocation, portfolio choice in the presence of background risk, the role of financial advice, financial product design, emerging retail banking business models and changes in pension systems. Seminar participants are expected to write a paper that surveys the relevant literature. Seminar papers are presented and discussed in class.

Learning Goals
- 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
Term work (about 20 pages) and a presentation (20 minutes).

Forms of Examination

Grading
Normally based on 60% of the term work performance and 40% of the presentation performance
**Course Code:** HUL1:W20  
**English translation:** -  
**Specialization:** Finance

### Module Title:
Selected Topics in Insurance Regulation

### Module Type:
Seminar

### 6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>2 SWS / 23 h</th>
<th>Self-Study</th>
<th>157 h</th>
</tr>
</thead>
</table>

### 2 h / week

### Content
The objective of the seminar is to build on the knowledge acquired in the bachelor seminar on European Insurance Regulation. Students are required to research a specific topic, to report about their research and to discuss the results of the research with their fellow students. As opposed to the bachelor seminar, the topics in the master seminar will have to be researched on a comparative basis. The topics will be provided in advance and will relate to issues such as the ORSA, key governance functions, assessment of fit and proper requirement for key function holders, internal model approval, market conduct issues, insurance distribution, etc.

### Learning Goals
- Students obtain an understanding of the insurance regulatory process in the EU (LGBW-1).
- Students obtain an understanding of the functioning of EIOPA and basic characteristics of insurance supervision (LGBWL-4).
- Students obtain an understanding of the relationship between international insurance regulation (IAIS) and EU insurance regulation (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 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. Karel van Hulle

### 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.
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>Topics in e-Finance</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
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<td>Module Title:</td>
<td>Topics in e-Finance</td>
</tr>
<tr>
<td>Module Type:</td>
<td>Seminar</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class</td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>157 h</td>
</tr>
<tr>
<td>2 h / week</td>
<td></td>
</tr>
</tbody>
</table>

**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**

- 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 Forms of Examination**

- Type, Form, Duration:
  - 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:W20

English translation: Insurance Technology and its Limits

Specialization: Finance

Module Title: Versicherungstechnologie und ihre Grenzen

Module Type: Seminar

6 ECTS (total) = 180 h

Hours in Class
2 SWS / 23 h

Self-Study
157 h

2 h / week

Content
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.

Learning Goals
- 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

<table>
<thead>
<tr>
<th>Course Code: EFN3</th>
<th>Module Title: Aktuelle Themen in Wertpapierhandel und -abwicklung</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hours in Class</td>
<td>Self-Study</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

### Content

The course deals with current topics and developments in the value chain of securities trading. The first lecture cycle looks at clearing and settlement as well as the associated functionalities, technologies and business models against the background of current discussions at the European level.

### Learning Goals

- The students have in-depth knowledge of electronic securities settlement processes that enable them to take on positions in asset management and in banks, regulators and stock exchanges (LGBWL-1).
- The students know how different methods work to understand risk models of central counterparties and know how securities trading contracts are compared and underlying ownership and ownership transitions between trading parties are handled (LGBWL-1).
- Students are able to understand the regulatory requirements for securities markets and post-litigation processes in Europe and to assess their impact on the market environment and 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)

Dr. Torsten Schaper

### Examination Prerequisites

- Proof of Attendance: None
- Proof of Performance: None

### Mode of Teaching

Lectures and exercises

### Language

German

### Examination

#### 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.
<table>
<thead>
<tr>
<th>Course Code: M-CLC</th>
<th>Module Title: Cloud Computing</th>
<th>Module Type: Elective (Import)</th>
<th>5 ECTS (total) = 150 h</th>
<th>3 h / week</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Specialization: Information Management</td>
<td>-</td>
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<tr>
<td></td>
<td>Content</td>
<td>-</td>
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<tr>
<td></td>
<td>The Cloud Computing course introduces basic concepts and methods used in Cloud Computing. These include the basics of virtualisation and service oriented architectures (SOA), the Cloud paradigms IaaS, PaaS and SaaS, Cloud architectures and Cloud algorithms such as MapReduce. The course handles Cloud manage-ment questions such as quality of service, economic efficiency, Cloud risks and security management. Current commercial Cloud systems on offer and open source solutions are discussed and application projects are pre-sented</td>
<td>-</td>
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<tr>
<td></td>
<td>Learning Goals</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>• Knowledge and understanding: The students have acquired basic knowledge about Cloud Computing in the areas virtualisation, service oriented architectures and algorithms and are familiar with the most commonly used Cloud solutions.</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>• Expertise: The students are in a position to differentiate between the various Cloud paradigms and to classify and assess Cloud systems on offer according to their strengths and weaknesses. The students can understand new developments in Cloud Computing and make Cloud Management decisions or advise others when making them.</td>
<td>-</td>
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<tr>
<td></td>
<td>Participation Requirements</td>
<td>-</td>
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<td>none</td>
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<td></td>
<td>Recommended Prerequisites</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>Knowledge in UML, object orientation, basic concepts of an imperative programming language such as Java, C or Python, basic web technologies</td>
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<tr>
<td></td>
<td>Master’s Program / Department</td>
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<tr>
<td></td>
<td>M.Sc. in Wirtschaftsinformatik (FB 12)</td>
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<td>Module Can Be Used in the Following Programs</td>
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<tr>
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<td>Frequency the Module Is Offered</td>
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<td></td>
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<td>Duration of the Module</td>
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<td>Lecturer(s)</td>
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<td></td>
<td>Prof.’in Dr. Mirjam Minor</td>
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<tr>
<td></td>
<td>Mode of Teaching</td>
<td>-</td>
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<tr>
<td></td>
<td>lectures and exercises</td>
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<tr>
<td></td>
<td>Language</td>
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<td>Examination Type, Form, Duration</td>
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<td>Forms of Examination</td>
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<td>An oral examination or a 60 minute written examination will take place depending on the number of participants.</td>
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<td></td>
<td>Grading</td>
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</table>
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

Hours in Class: 3 SWS / 34 h

Self-Study: 146 h

3 h / week

Content

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.

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.

Learning Goals

- 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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
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</thead>
<tbody>
<tr>
<td>RGAG</td>
<td>Rechtliche Grundlagen für den Aufbau digitaler Geschäftsmodelle</td>
<td>Elective</td>
<td>Hours in Class 3 SWS / 34 h, Self-Study 146 h</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

Development of a digital business model: protection of resulting industrial property rights; Development of a digital business model: legal structuring of a digital company; Data ownership and rights; Development of individual digital business software; Inclusion of third parties in the own service provision: outsourcing, outtasking; Use of services from the cloud: IaaS, PaaS, SaaS and the world of cloud services; Application of third-party services from abroad; Responsibility for the content of digital offers – the concept of “Störerhaftung”; Data and secrecy protection - National Law and EU General Data Protection Regulation; Consumer protection law

**Learning Goals**

- Basics regarding legal areas and legal questions relevant for the development of digital business models (LGBWL-1).
- Basic legal knowledge for the operation of digital business models (LGBWL-1).
- Structuring digital business models and the necessary procedures to meet legal requirements and assess their economic impact (LGBWL-3).
- Legal project management and its instruments (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)**

Hon. Prof. Dr. Joachim Schrey

**Examination Prerequisites**

- Proof of Attendance none
- Proof of Performance none

**Mode of Teaching**

lectures and exercises

**Language**

German

**Examination 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: SNA
English translation: -
Specialization: Information Management

<table>
<thead>
<tr>
<th>Module Title: Social Network Analysis</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours in Class</td>
<td>Self-Study</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

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.

**Learning Goals**

- 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**

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: EFN1

English translation: -

Specialization: Information Management

Module Title: Trading and Electronic Financial Markets

Module Type: Elective

6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

3 h / week

Content

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.

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.

Learning Goals

- 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

none

Proof of Attendance

none

Proof of Performance

none

Mode of Teaching

lectures and exercises

Language

German

Examination

Type, Form, Duration

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 prese-n-tation 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
English translation: Information Systems
Specialization: Information Management

Module Title: Wirtschaftsinformatik
Module Type: Elective (Import)

5 ECTS (total) = 150 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
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</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>116 h</td>
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</table>

3 h / week

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
- 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

Examination Prerequisites

Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
German

Examination
Type, Form, Duration
An oral examination or a 60 minute written examination will take place depending on the number of participants.

Grading
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
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<td>Specialization:</td>
<td>Information Management</td>
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</table>

**Module Title:** Challenges in the Dynamic Air Traffic Market

**Module Type:** Seminar

**6 ECTS (total) = 180 h**

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>2 SWS / 23 h</th>
</tr>
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<tbody>
<tr>
<td>Self-Study</td>
<td>157 h</td>
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</table>

**2 h / week**

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>This seminar will be offered by the controlling and finance board Fraport AG, Mr Dr. Matthias Zieschang, Mr Dr. Jochen Mickel, Lufthansa AG, and Prof. Dr. Wolfgang König.</td>
</tr>
<tr>
<td>Topics: Strategic acquisition of airports by investors and finance investors; Strategic challenges of European network-carriers; Value Management and Corporate Governance in the aviation sector; Flux management in the aviation sector; Risk management in the aviation sector; Data cloud as opportunity in the aviation sector</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 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).</td>
</tr>
<tr>
<td>• 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).</td>
</tr>
<tr>
<td>• 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).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Participation Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>none</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Recommended Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.Sc. in Betriebswirtschaftslehre (FB 02)</td>
</tr>
<tr>
<td>M.Sc. in International Management (FB 02)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module Can Be Used in the Following Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.Sc. in Wirtschaftspädagogik</td>
</tr>
<tr>
<td>M.Sc. in Wirtschaftsinformatik</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Frequency the Module Is Offered</th>
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</thead>
<tbody>
<tr>
<td>once per year</td>
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</table>

<table>
<thead>
<tr>
<th>Duration of the Module</th>
</tr>
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<tbody>
<tr>
<td>one semester</td>
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<table>
<thead>
<tr>
<th>Lecturer(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Jochen Mickel, Prof. Dr. Oliver Hinz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Examination Prerequisites</th>
</tr>
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<td>Proof of Attendance: yes</td>
</tr>
<tr>
<td>Proof of Performance: none</td>
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<table>
<thead>
<tr>
<th>Mode of Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>seminar</td>
</tr>
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<table>
<thead>
<tr>
<th>Language</th>
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<tbody>
<tr>
<td>German</td>
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<table>
<thead>
<tr>
<th>Examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type, Form, Duration</td>
</tr>
<tr>
<td>Term work (about 20 pages) and a presentation (20 minutes).</td>
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<table>
<thead>
<tr>
<th>Forms of Examination</th>
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<tbody>
<tr>
<td>normally based on 60% of the term work performance and 40% of the presentation performance</td>
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<tr>
<td>Course Code: RAN1:W20</td>
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<tr>
<td>-----------------------</td>
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<tr>
<td><strong>English translation:</strong> -</td>
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<tr>
<td><strong>Specialization:</strong> Information Management</td>
</tr>
<tr>
<td><strong>Module Title:</strong> Cryptocurrencies and Blockchain: Promise and Challenges</td>
</tr>
<tr>
<td><strong>Module Type:</strong> Seminar</td>
</tr>
<tr>
<td><strong>ECTS (total) = 180 h</strong></td>
</tr>
<tr>
<td><strong>2 h / week</strong></td>
</tr>
</tbody>
</table>

**Content**

Since being first introduced in the form of Bitcoin in 2009, interest in the blockchain technology and cryptocurrencies in particular has skyrocketed. Bitcoin achieved a market capitalization exceeding $300bn in December 2017, and thousands of altcoins arising. At the same time, alternative applications of the blockchain technology is currently being explored in areas as diverse as supply-chain management, land registry or voting systems.

This seminar aims to deepen our understanding of the blockchain technology, its promise and challenges, with a focus on technological, privacy-related and financial viewpoints. Students will work on the different research topics and apply theoretical as well as empirical research methodologies like systematic literature reviews or quantitative user studies. Students will be working individually or in groups.

**Learning Goals**

- Basic understanding of the technological and economical evaluation of augmented reality and associated topics such as privacy (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 Rannenberg

**Examination Prerequisites**

- **Proof of Attendance**: yes
- **Proof of Performance**: none

**Mode of Teaching**

seminar

**Language**

English

**Examination**

**Type, Form, Duration**

Term work (about 20 pages) and a presentation (20 minutes).

**Forms of Examination**

Termon

**Grading**

Normally based on 60% of the term work performance and 40% of the presentation performance.
**Course Code:** KOE1:W20

**English translation:**

**Specialization:** Information Management

**Module Title:** Cyber Security - Strategies, Analyses and Technical Support Systems

**Module Type:** Project Seminar

12 ECTS (total) = 360 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 SWS / 68 h</td>
<td>292 h</td>
</tr>
</tbody>
</table>

| 6 h / week |

**Content**

This master's seminar is offered by Prof. Dr. Wolfgang König in cooperation with usd AG. Both presentations by participants and experts are part of the seminar. Furthermore, a live hack is planned.

Topics: Security awareness; Security culture; Security insurance; Securing the blockchain; Secure payment solutions; Security compliance management; Security legislation and standards; Security for NPOs

**Learning Goals**

- Critical consideration and systematic comparison of frameworks and information security standards (LGBWL-1).
- Measures of security awareness and transfer of security concepts to information security (LGBWL-2).
- Employee participation in information security and role models with regard to information security (LGBWL-5).
- Critical consideration of IT security under the influence of internal and external risks in the context of sustainable corporate management (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. Wolfgang König

**Examination Prerequisites**

Proof of Attendance

yes

Proof of Performance

none

**Mode of Teaching**

project seminar

**Language**

German

**Examination**

**Type, Form, Duration**

A 90 minute written examination and a summary of the project results in a joint final report (about 50 - 70 pages), whereby the performance of each participant must be clearly defined as well as presentation of the project results (about 30 minutes).

**Grading**

Establishment of the module grade is based on the arithmetic average of the grades of the partial performances.
Course Code: WIW1:W20
English translation: -
Specialization: Information Management

Module Title: Digital Transformation Management
Module Type: Seminar

6 ECTS (total) = 180 h
Hours in Class:
2 SWS / 23 h
Self-Study:
157 h
2 h / week

Content
Digital transformation refers to the ongoing process of change, which is rooted in the diffusion and use of digital technologies and influences companies, consumers and society alike. Digital technologies such as the Internet, smartphones, web applications and mobile applications are opening up new exploitation potential and digital business models, but are also creating new expectations for companies. Digital transformation describes a process of change that affects a multitude of aspects of our society and does not end with the strategy of companies. With digital technologies, people have the ability to coordinate at short notice, to form groups and to carry out transactions. Governments are facing new challenges, which are associated with the potential loss of jobs through the digitization of business processes and the concentration of certain functions and financial capital on a few companies.

Learning Goals
- Students are familiar with important issues in the field of digital transformation.
- On the basis of scientific studies, the students are able to independently elaborate a problem in the field of digital transformation of companies, markets or society, critically analyze existing literature, relate individual contributions and draw their own conclusions and management implications (LGBWL-1, LGIEEP-3, LGMMF-3).
- Students are able to communicate their results clearly and comprehensibly in writing and verbally. (LGBWL-4, LGMMF-1, LGIEEP-1).
- Students are able to constructively discuss other presented content in the context of digital transformation concepts and theories (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 Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Jun.-Prof. Dr. Lukas Wiewiorra

Examination Prerequisites
Proof of Attendance: yes

Proof of Performance: none

Mode of Teaching
seminar

Language
German

Examination
Type, Form, Duration
Term work (about 20 pages) and a presentation (20 minutes).

Forms of Examination
Grading
Normally based on 60% of the term work performance and 40% of the presentation performance.
### Course Code:
GOM1:W20

### English translation:
Topics in e-Finance

### Specialization:
Information Management

### Module Type:
Seminar

### 6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 SWS / 23 h</td>
<td>157 h</td>
</tr>
</tbody>
</table>

### 2 h / week

### 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
- 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

#### Forms of Examination
- **Type, Form, Duration**: 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

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADMA</td>
<td>Advanced Management</td>
<td>Elective</td>
<td>3 SWS / 34 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

### Content

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.

### Learning Goals

- 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

none

### Recommended Prerequisites

Profound knowledge in statistics/econometrics and microeconomics.

### 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

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).

#### Forms of Examination

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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English translation:</td>
<td>Corporate Development Strategies</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Managerial Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
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<tbody>
<tr>
<td>Corpoate Development Strategies</td>
<td>Elective</td>
<td>Hours in Class: 3 SWS / 34 h; Self-Study: 146 h</td>
</tr>
<tr>
<td>3 h / week</td>
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</tbody>
</table>

### 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

- 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

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
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</tr>
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<tbody>
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<tr>
<td>M.Sc. in International Management (FB 02)</td>
<td>M.Sc. in Wirtschaftsinformatik</td>
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<table>
<thead>
<tr>
<th>Frequency the Module Is Offered</th>
<th>Duration of the Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>once per year</td>
<td>one semester</td>
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<table>
<thead>
<tr>
<th>Lecturer(s)</th>
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<tbody>
<tr>
<td>Prof. Dr. Lars Schweizer</td>
<td>Proof of Attendance: none</td>
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<td>Proof of Performance: none</td>
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<table>
<thead>
<tr>
<th>Mode of Teaching</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>lectures and exercises</td>
<td>English</td>
</tr>
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<table>
<thead>
<tr>
<th>Examination Forms of Examination</th>
<th>Type, Form, Duration</th>
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<tbody>
<tr>
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<thead>
<tr>
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<tbody>
<tr>
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</table>
Course Code: HOET

English translation: -

Specialization: Managerial Economics

Module Title: History of Economic Theory: 19th and 20th Centuries

Module Type: Elective

6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

3 h / week

Content

Because of the growth of so many subdisciplines, it becomes increasingly difficult to perceive the unity of economic theory. The best way to understand the different orientations is to go to the roots and to study their origin in the history of the emergence of modern economic thought. The lecture course will start with the classical authors like Ricardo and Malthus, Say and Sismondi, up to Mill, Marx and some of their followers. Their opponents were the Historical school and neoclassical authors who were more diverse than is commonly thought (Jevons and Marshall, Walras and Pareto, Menger and Böhm-Bawerk, J.B. Clark). Schumpeter and the discoveries of the “years of high theory” (Shackle) will lead to Keynes, postkeynesian authors and the neo-neoclassicals. Main themes will be: value and price, general equilibrium, growth and distribution, money, credit and the business cycle.

Learning Goals

- Students will be endowed with different theoretical concepts and approaches to economics (LGMMF-3, LGIEEP-3).
- Students will learn historical and political context of economic theory (LGMMF-4, LGIEEP-4).
- Students will improve their understanding of economic theory (LGMMF-1, LGIEEP-1).

Participation Requirements

none

Recommended Prerequisites

Recommended: the courses Advanced Management and Quantitative Methods.

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

Frequency the Module Is Offered

once per year

Duration of the Module

one semester

Lecturer(s)

Prof. Dr. Dres. h.c. Bertram Schefold

Examination Prerequisites

Proof of Attendance: none
Proof of Performance: none

Mode of Teaching

Lectures and exercises

Language

English

Examination

Type, Form, Duration

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: METS
English translation: -
Specialization: Managerial Economics

<table>
<thead>
<tr>
<th>Course Code: METS</th>
<th>Module Title: Multinational Enterprises - Theories and Strategies</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hours in Class</td>
<td>Self-Study</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
<td></td>
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</tbody>
</table>

Content

Multinational enterprises (MNEs), as the main actors in our globalized economy, are firms, which do not only serve their respective home market but also engage in foreign markets through foreign direct investments. On the one hand, MNEs (and thus FDI) are important drivers of innovation, technology spillovers between countries and thus GDP growth. On the other hand, MNEs are often criticized for exploiting their market power, for violations of labor and human rights and environmental standards, and for their lack of national ethos. This lecture aims at explaining these contradictory views and equips students with the necessary knowledge to understand the nature of MNEs.

The lecture is divided into two main parts. In the first part, theoretical concepts of the multinational enterprise are discussed. These concepts explain why firms internationalize and enter foreign markets despite the lack of market knowledge and customer awareness as well as existing formal and informal market entry barriers. Internationalization theories, therefore, explain how multinational firms overcome this liability of foreignness by generating and exploiting specific advantages. The application of multiple – sometime contradictory – theories explains the very existence and the societal role of MNEs from different points of view.

Having in mind the idiosyncrasies of MNEs, the second part focusses on questions of strategic management in this context and practical case studies. Therefore, this part addresses foreign market entry strategies like Mergers & Acquisitions (M&A) or Strategic Alliances. In addition, the role of culture and the relevance of Corporate Social Responsibility (CSR) for MNEs is addressed.

Learning Goals

- Students are familiar with the most important theories of the multinational firm (LGBWL-1).
- Students are familiar with strategic management decisions of MNEs (LGBWL-1).
- Students understand and are able to discuss empirical findings in the light of the theoretical concepts (LGBWL-2).
- Students understand the “dark side” of MNEs and incorporate this knowledge in their professional decision-making (LGBWL-3, LGBWL-5).

Participation Requirements

none

Recommended Prerequisites

none

Master’s Program / Department

M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs

Frequency the Module Is Offered

once per year

Duration of the Module

one semester

Lecturer(s)

Dr. Ralf Koßmann, Eva Koscher

Examination Prerequisites

Proof of Attendance

none

Proof of Performance

none

Mode of Teaching

lectures and exercises

Language

English

Examination

Forms of Examination

Type, Form, Duration

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

**English translation:** -

**Specialization:** Managerial Economics

<table>
<thead>
<tr>
<th>Module Title: The Economics of Leadership</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class</th>
<th>Self-Study</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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

- 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

irregularly

### Frequency the Module Is Offered

one semester

### Duration of the Module

Prof. Dr. Michael Kosfeld

### 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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>SIM1:W20</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Managerial Economics</td>
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<tr>
<td>Module Title:</td>
<td>Advanced Topics in Experimental Organizational Economics</td>
</tr>
<tr>
<td>Module Type</td>
<td>Seminar</td>
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<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class</td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>157 h</td>
</tr>
<tr>
<td>2 h / week</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

In this seminar we discuss recent experimental papers that investigate important aspects of organizational economics. Topics include cooperation, coordination, self-selection, incentives, and leadership.

**Learning Goals**

- Students learn to understand and reflect current advanced experimental studies in organizational economics (LGBWL-1, LGMMF-3, LGIEEP-3).
- Students learn to master quantitative microeconomic methods (LGBWL-2, LGMMF-3, LGIEEP-3).
- Students learn to integrate special knowledge from experimental organizational economics, business studies, and psychology (LGBWL-1, LGMMF-2, LGMMF-3, LGIEEP-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. Ferdinand von Siemens

**Examination Prerequisites**

<table>
<thead>
<tr>
<th>Proof of Attendance</th>
</tr>
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<table>
<thead>
<tr>
<th>Proof of Performance</th>
</tr>
</thead>
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<tr>
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</tr>
</tbody>
</table>

**Mode of Teaching**

seminar

**Language**

English

**Examination**

**Type, Form, Duration**

Term work (about 20 pages) and presentation (about 20 minutes)

**Grading**

Normally based on 60% of the term work performance and 40% of the presentation performance
### Content

Optimizing and reinventing at the same time is the challenge in the management of companies in the digital age. The seminar will look at the changes in leadership through digitization. Which concepts, such as the organizational ambidexterity, make a special contribution to the "Management 4.0"? To answer this question, established theories of leadership will also be examined, which contribution they can make to support today's needs in companies for more networking and openness, participation and agility. Particular attention will be paid in the seminar to the topics of organization and culture.

The seminar gives the participants the opportunity to prepare for today's requirements as a leader beyond the known specialist tasks. In the concluding seminar paper and presentation, the implementation of the methods on concrete examples from the practice of companies in the digital transformation is required.

### Learning Goals

- Students are empowered to act as responsible leaders in the context of digital transformation requirements (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. Michael Groß

### Examination Prerequisites

- Proof of Attendance: yes
- Proof of Performance: none

### Mode of Teaching

- Seminar

### Language

- German

### Examination

#### Forms of Examination

- Term work (about 20 pages) and presentation (about 20 minutes)

#### Grading

- Normally based on 60% of the term work performance and 40% of the presentation performance
Course Code: BLO1:W20
English translation: -
Specialization: Managerial Economics

Module Title: Property Rights
Module Type: Seminar

6 ECTS (total) = 180 h
Hours in Class:
2 SWS / 23 h
Self-Study:
157 h
2 h / week

Content
The seminar covers literature classics and actual research dealing with the following research questions: How should a (business) partnership be set up to provide the best incentives for success and longevity? Who should own which assets? Under which circumstances may joint ownership be a better recipe for lasting success compared to private ownership?

This seminar covers seminar papers and book chapters on the theory of asset ownership. Participants navigate through this famous Nobel prize winning part of the economic theory literature choosing their subject among a salient list of path breaking papers and a few very recent new developments. The goal is to get to the frontier of modern economic research in one of most intriguing areas of our discipline.

Learning Goals
- Ability to apply economic theory to real world problems and come up with relevant answers (LGBWL-1 + LGIIEP-4 + LGMMF-4).
- Ability to effectively communicate up to date scientific research content to a specialist audience in written and oral form (LGBWL-4 + LGIIEP-1 + 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 Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Prof. Dr. Matthias Blonski

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 presentation (about 20 minutes)

Grading
Normally based on 60% of the term work performance and 40% of the presentation performance
Marketing Analytics

<table>
<thead>
<tr>
<th>Course Code: ACVM</th>
<th>Module Title: Analytics in Customer Value Management</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
</table>

**Content**

We will teach the fundamentals of value-based customer management and cover topics such as customer acquisition, customer retention, cross-selling and customer recovery. In addition, we will teach how to calculate customer lifetime values and how to combine these lifetime values in customer equity. Next we will discuss different on- and offline customer metrics, how to measure these and what the added value of these metrics are for customer relationship management. Furthermore topics related to causality and field, lab and natural experiments will be thought, with a focus on both on- and offline marketing. We will also solve case studies and analyze data sets through our exercises.

**Learning Goals**

- The students will know the most important principles of value-based customer management (LGBWL-1).
- The students will learn how to use advanced methods for analyzing customer behavior and complex datasets (LGBWL-2).
- The students will learn how to interpret customer records and the results (LGBWL-2).
- The students will be able to translate and communicate findings from datasets to firm’s desired actions (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. Bernd Skiera, Jun.-Prof. Dr. Evert de Haan

**Examination Prerequisites**

Proof of Attendance: none
Proof of Performance: none

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

Type, Form, Duration

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:
COIN

## English translation:
- 

## Specialization:
Marketing Analytics

### Module Title:
Consumer Insights

### Module Type:
Elective

<table>
<thead>
<tr>
<th>6 ECTS (total) = 180 h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours in Class</td>
</tr>
<tr>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
</tr>
<tr>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
</tr>
</tbody>
</table>

### Content
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. The tutorials equip students with the practical skills to run these analyses using the statistical software R.

### Learning Goals
- 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
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.

#### Forms of Examination
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

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

3 h / week

Content
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.

The core of the class is a set of case studies.

Learning Goals
- 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.

Examination Prerequisites
Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination
Type, Form, Duration
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.
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>KIM1:W20</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>Current Topics in Marketing</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Marketing Analytics</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Aktuelle Themen im Marketing</td>
</tr>
<tr>
<td>Module Type</td>
<td>Seminar</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class</td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>157 h</td>
</tr>
<tr>
<td>2 h / week</td>
<td></td>
</tr>
</tbody>
</table>

### 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

- 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

### Examination Prerequisites

- Proof of Attendance
  - yes
- Proof of Performance
  - none

### Mode of Teaching

- seminar

### Language

- German

### Examination

- **Type, Form, Duration**
  - Term work (about 20 pages) and a presentation (20 minutes).

- **Forms of Examination**

- **Grading**
  - Normally based on 60% of the term work performance and 40% of the presentation performance
Course Code: BOR1:W20

English translation: -

Specialization: Marketing Analytics

Module Title: Experiments in Marketing Research

Module Type: Seminar

6 ECTS (total) = 180 h

<table>
<thead>
<tr>
<th>Hours in Class</th>
<th>Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 SWS / 23 h</td>
<td>157 h</td>
</tr>
</tbody>
</table>

Content

The question of how a certain activity (e.g., the intensity of communication activities during the launch of a new product) influences important outcomes (e.g., sales, preferences) is one of the key questions in applied (as well as academic) research in marketing. While such questions may be answered based on observed values of activities and the respective outcomes using survey and/or archival data, it is often not possible to claim that the particular activity has actually caused the observed changes in the outcomes. For instance, the higher levels of communication intensity may have been made possible by the initial market success of the product, or some unobserved factor may have influenced both communication intensity and sales. To demonstrate cause-effect relationships, experiments take a different route. Instead of observing activities, experimentation involves the systematic variation of activities (factors) and the observation of the outcome only. For graduate students, experiments therefore constitute a highly instructive area of activity. This might be especially true for those students with interests related to decision-making or information-processing topics in marketing research.

The goal of the seminar is to expand and strengthen students’ ability to implement theoretically motivated research problems through experimental research designs as well as to develop and present solutions based on empirical evidence. Substantively, the seminar will deal with alternating topics from different parts of academic marketing. Methodologically, exclusively experimental research designs are subject to the seminar content. This might involve students’ self-reliant design, conduct and analysis of experiments in laboratory settings, quasi-experimental designs in the field, or conceptual and theoretical work on methodological aspects of experimental methods.

The seminar enables graduate students to approach experimental research questions critically: From a theoretical, methodological and, above all, hands-on perspective. Students will plan, design, conduct, analyze, write up and present their research projects.

Learning Goals

- 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 an experiment-based master thesis at the chair. This will also involve basic guidelines regarding ethics related to, and the adequate implementation of experiments (LGBWL-2, LGBWL-3).
- Students will – in their supervised theses – critically evaluate extant research in the context of their research problems and approach the problems empirically by conducting, analyzing and reporting an experiment (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 specialist audience (LGBWL-4).
- With regard to applied research questions in general, students will improve their understanding on the interface of theory, methodology and problem solving. This includes both, theoretical and practical relevance (LGBWL-1, LGBWL-2, 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)
Prof. Dr. Torsten Bornemann

Examination Prerequisites

Proof of Attendance
yes

Proof of Performance
none

Mode of Teaching
seminar

Language
English

Examination

Forms of Examination
Type, Form, Duration
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:
MIL1:W20

## English translation:
- 

## Specialization:
Marketing Analytics

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title: Marketing Strategy</th>
<th>Module Type: Seminar</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
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<tr>
<td>MIL1:W20</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Content
In this seminar the students have the opportunity to slip into the role of a marketing manager in a consumer goods market, to test learned marketing theories and practice their decision-making skills in a virtual setting. Students will work individually or in teams and perform weekly decisions on the product portfolio, R&D projects, positioning, pricing, and distribution channels of their virtual company. The seminar consists of kick-off lectures at the beginning of the semester and student presentations at the end of the semester. During the semester the students will have to work individually or in their teams and manage their virtual company on a weekly basis.

Each participant needs to purchase a software license (for the simulation software MARKSTRAT) and a book. Total costs depend on the number of participants in the course; final costs will be communicated after the application deadline ends. Student payments will be collected at the kick-off lecture in cash.

### Learning Goals
- Participants will learn to define strategies and how to apply concrete measures of marketing strategy (LGBWL-1).
- Participants will learn to critically evaluate strategic decisions in marketing (LGBWL-1, LGBWL-2).
- Participants will learn to consider ethical and stakeholder-relates issues in their decision making processes and hence act as responsible managers (LGBWL-3, LGBWL-5).
- Participants will learn to make decisions under time pressure and a rapidly changing environment (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)
Jun.-Prof. Dr. Klaus M. Miller

### Examination Prerequisites
- Proof of Attendance: yes
- Proof of Performance: none

### Mode of Teaching
seminar

### Language
English

### Examination
**Type, Form, Duration**
Term work (about 20 pages) and a presentation (20 minutes).

### Forms of Examination

### Grading
Normally based on 60% of the term work performance and 40% of the presentation performance
**Ethics**

<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td><strong>English translation:</strong></td>
<td>Applied Issues of Business Ethics in Finance</td>
</tr>
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<td><strong>Specialization:</strong></td>
<td>Ethics</td>
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<tr>
<td><strong>Module Title:</strong></td>
<td>Angewandte wirtschaftsethische Problemfelder im Bezug auf Finanzmärkte</td>
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<tr>
<td><strong>Module Type:</strong></td>
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<td><strong>6 ECTS (total) = 180 h</strong></td>
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<td><strong>Hours in Class</strong></td>
<td>3 SWS / 34 h</td>
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<tr>
<td><strong>Self-Study</strong></td>
<td>146 h</td>
</tr>
<tr>
<td><strong>3 h / week</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Content

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.

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.

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.

### Learning Goals

- 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

#### Types, Form, Duration

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.
In his 2012 book "What Money Can’t Buy: The Moral Limits of Markets", Michael Sandel points to what he thinks are shortfalls of markets and why morality is needed to curb free markets. Because the topic is of such general importance, the Journal of Economic Perspectives published a debate in 2013 in which Sandel underpins his points in "Market Reasoning as Moral Reasoning: Why Economists Should Re-engage with Political Philosophy" and Bruni and Sugden rebut in "Reclaiming Virtue Ethics for Economics".

The general questions in this context are: far market economy and ethics are related, kinds of morality are required by the market, what kinds of morality are excluded or crowded out, and we can manage to reconcile markets with justice. Based on the above-mentioned literature, we will analyse the positions and arguments the authors present and go on to consider further literature to dig deeper into the relations between morals and markets. In particular, we will discuss the issues on the background of Hayekian economics and ethics, current contributions from the intersection of economics and ethics, and behavioural economic results on the interplay of morals and markets and sociological studies on the relation between morals and market integration.

**Learning Goals**

- Students understand and are able to reflect on the pros and cons of the market economy, based on studying traditional and current literature on the issue of morality and the market as well as ethics and economics. (LGBWL-1, LGBWL-3).
- Students are able to analyse and evaluate those results and theories in the context of the rational choice paradigm with respect to decision theory, game theory, and institutional economics and on the background of results from experimental economics. (LGBWL-1, LGBWL-3).
- Students can draw conclusions for personal and organizational development in the above-mentioned choice-theoretical framework, based on systematic knowledge about how morality functions in the context of specific situations, explicated as specific games (LGBWL-3, 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. Gerhard Minnameier

**Examination Prerequisites**

- Proof of Attendance: none
- Proof of Performance: none

**Mode of Teaching**

- lectures and exercises

**Language**

- English

**Examination**

**Forms of Examination**

- Type, Form, Duration: 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.
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<td>Sustainability Management – Theoretical Concepts and Practical Implementation</td>
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<tr>
<td>Specialization:</td>
<td>Ethics</td>
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<td></td>
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<tr>
<td>Module Code:</td>
<td>Nachhaltigkeitsmanagement</td>
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<td>Module Title:</td>
<td>Konzeption und Implemetierung</td>
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<td>Module Type:</td>
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<td>6 ECTS (total) = 180 h</td>
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</tr>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
</tr>
</tbody>
</table>

### Content

Business sustainability management aims at steering business’ ecologic, social, and economic effects in order to allow the business to evolve sustainably and to strengthen its positive impact on the society’s and the economy’s sustainability development. This seminar deals with the question how differences in theoretical concepts can lead to systematic variations in actions recommended for sustainability management. We focus on (game)theoretical reconstructions of situational structures which (apparently) reflect contradictions between profit and morality and on which instruments firms use to solve these dilemma structures in practice. In the practical part of this seminar, students develop success factors for effective instruments applied such as undertaking materiality analysis, implementing a Code of Conduct, value management, compliance management, resource management, sustainable supply chain, responsible lobbying as well as treating employees in a responsible way or implementing stakeholder engagement.

### Learning Goals

- Our students can neutrally reconstruct and analyse problems of sustainability (LGBWL-1).
- Our students can apply different theoretical concepts on problems of sustainability and analyse their effects (LGBWL-1).
- Our students are familiar with recent political discussions about influencing firms’ sustainability management.
- Our students are familiar with modern instruments for sustainability management in practice (LGBWL-3).
- Our students are able to assess the legitimacy of stakeholder claims and to develop solutions on a communicative and institutional level that improve the situation of every stakeholder involved (LGBWL-4).
- Our students will act as responsible leaders (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. Alexandra von Winning

### Examination Prerequisites

- Proof of Attendance: none
- Proof of Performance: none

### Mode of Teaching

lectures and exercises

### Language

German

### Examination

**Type, Form, Duration**

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.
### 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

- 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)

Tim Bonowski, M.Sc.

### Examination Prerequisites

- Proof of Attendance: none
- Proof of Performance: none

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

- **Type, Form, Duration**
  
  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.
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<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td><strong>English translation:</strong> Business Ethics and Business Concepts</td>
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</tr>
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<td><strong>Specialization:</strong> Ethics</td>
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<tr>
<td><strong>Module Title:</strong> Wirtschaftsethik und Geschäftsmodelle</td>
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<tr>
<td><strong>Module Type:</strong> Elective</td>
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<td><strong>6 ECTS (total) = 180 h</strong></td>
<td>3 h / week</td>
</tr>
<tr>
<td><strong>Hours in Class</strong></td>
<td><strong>Self-Study</strong></td>
</tr>
<tr>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**Content**

This course starts providing an overview of business ethical groundwork and defining important terms such as ethics, moral, legality, legitimacy, justice, equality, responsibility and trust. We will then study examples for business models of different industries and markets within this understanding and look for common structures from the business ethics perspective.

The focus will be put onto examining in how far externalising risks and costs is a prerequisite for supposedly successful business models and which impacts this has. To do so, we will take a closer look at a few example industries, namely the finance, service and energy industries as well as the automobile and food industries.

**Learning Goals**

- The students will develop business ethics principles and examine selected business models with the help of these principles (LGBWL-1).
- The students will use modern research techniques to identify common structures of business models and look at them from an ethical perspective (LGBWL-2).
- The students will be able to describe the influence of externalisation in different industries and markets and thus integrate business ethics into entrepreneurial 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)**

Hon. Prof. Dr. Peter Wesner

**Examination Prerequisites**

- **Proof of Attendance**
  none
- **Proof of Performance**
  none

**Mode of Teaching** lectures and exercises

**Language** German

**Examination**

**Type, Form, Duration**

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

<table>
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<tr>
<th>Course Code:</th>
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<tbody>
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<td>English translation:</td>
<td>English for Economists</td>
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<tr>
<td>Specialization:</td>
<td>Master's Course</td>
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<td>Module Title:</td>
<td>Freier Bereich</td>
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<tr>
<td>Module Type:</td>
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<td>Hours in Class</td>
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<td>Self-Study</td>
<td>157 h</td>
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<td>2 h / week</td>
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</table>

#### 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

- 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

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
</tr>
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<tbody>
<tr>
<td>Module Can Be Used in the Following Programs</td>
<td>M.Sc. in Wirtschaftspädagogik</td>
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<tr>
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<td>M.Sc. in Wirtschaftsinformatik</td>
</tr>
<tr>
<td>Frequency the Module Is Offered</td>
<td>every semester</td>
</tr>
<tr>
<td>Duration of the Module</td>
<td>one semester</td>
</tr>
<tr>
<td>Lecturer(s)</td>
<td>Joanne Glen, B.A.</td>
</tr>
</tbody>
</table>

#### Examination Prerequisites

| Proof of Attendance | yes |
| Proof of Performance | none |

| Mode of Teaching | seminar |
| Language | English |

#### Examination

**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% |

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Course Catalogue M.Sc. BWL, Int. Mgmt.  
Winter Semester 2019/2020  
Page 66 of 69
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
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<tr>
<td>Module Title:</td>
<td>Fundamentals of Econometrics</td>
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<td>Module Type:</td>
<td>Elective (Import)</td>
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<td>6 ECTS (total) = 180 h</td>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
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### 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
- 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)
Jun.-Prof. Jin-Young Choi

### Examination Prerequisites
- Proof of Attendance: none
- Proof of Performance: none

### Mode of Teaching
lectures and exercises

### Language
English

### Examination Type, Form, Duration
(i) A 90 minute written examination or (ii) a 90 minute written examination and practice exercises

### Forms of Examination

### Grading
(i) 100% written examination or (ii) 80% written examination and 20% practice exercises
<table>
<thead>
<tr>
<th>Course Code:</th>
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<td>Specialization:</td>
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<tr>
<td>Module Title:</td>
<td>Fundamentals of Macroeconomics</td>
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<td>Module Type</td>
<td>Elective (Import)</td>
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<tr>
<td>6 ECTS (total)</td>
<td>180 h</td>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
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<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
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</table>

### Content

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. Special contents, amongst others, include: 1. economic growth; 2. business cycles; 3. analysis of aggregate demand; 4. labour market imperfections and unemployment; 5. inflation, monetary theory and monetary policy; 6. fiscal policy and government deficits.

### Learning Goals

- Students learn how an economy works and the instruments to understand macro policy debates (LGMMF-3/LGIEEP-3).
- Students learn how to think analytically about problems such as long run business cycles, inflation, unemployment and the conduct and pitfalls of monetary and fiscal policies (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. Ester Faia, Ph.D.

### Examination Prerequisites

- Proof of Attendance: none
- Proof of Performance: none

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

**Type, Form, Duration**

- (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

**English translation:** Fundamentals of Microeconomics

**Specialization:** Freier Bereich

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class</th>
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<td>Fundamentals of</td>
<td>Elective (Import)</td>
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<tr>
<td>Microeconomics</td>
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</table>

3 h / week

### Content

The module “Fundamentals of Microeconomics” provides the student with basic introduction about the contents and methods used in microeconomics at an advanced level.

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.

Game theory: 1. static games using complete and incomplete information; 2. dynamic games using complete and incomplete information; 3. oligopoly theory.

### Learning Goals

- 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**

(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