GOETHE UNIVERSITÄT FRANKFURT AM MAIN

Course Catalogue for the Master's Programs

Master of Science in Betriebswirtschaftslehre

Master of Science in International Management

Faculty of Economics and Business Administration

Summer Semester 2023

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

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Accounting

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
BIRS **English translation:** Selected Problems in Accounting: German Accounting Case Law **Specialization:** Accounting	Ausgewählte Probleme der Rechnungslegung: Bilanzrechtsprechung	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

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	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
PIEC **English translation:** - **Specialization:** Accounting	Performance Measurement, Incentives, and Executive Compensation	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The course aims at providing students with profound knowledge about how to efficiently design incentive systems for top managers. The core concept of the course builds on the decision-influencing role of accounting information. Starting with considerations about the optimal risk sharing between shareholders of a firm, the course proceeds with developing optimal incentive contracts based on different information systems. Among others, the usefulness of different performance measures, e.g., based on cost accounting information, and the effectiveness of different incentive systems, e.g., stock option plans, will be discussed. The course aims at developing rigorous theoretical frameworks that will be applied to practical examples.

Learning Goals

- Students become acquainted with various types of performance measures and incentive systems (LGBWL-1).
- Students learn how to design optimal incentives, particularly for top managers, based on a firm's information system (LGBWL-4).
- Students will be able to evaluate different incentive systems with respect to their goal congruence, efficiency, and costs. (LGBWL-1).

Participation Requirements

none

Recommended Prerequisites

Basic knowledge in applied micro/game theory, solid mathematical background, and basics in cost accounting 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 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	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
PIKA **English translation:** Auditing of International Group Financial Statements **Specialization:** Accounting	Prüfung internationaler Konzernabschlüsse	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The lecture deals with the special regulatory and professional requirements for the financial audit of an international group, starting from the function of independent auditing of the external financial reporting for internal governance and external capital market communication. Practical case studies accompany the lecture and present applicable solutions.

The agenda for the lecture consists of four parts. Following the first part of regulatory and professional requirements for the auditor, the risk-oriented audit approach and the conceptual basis of the audit are developed in the second part. Based on this, the third part will address the concept of consolidation as well as relevant audit procedures in the context of selected audit areas (e.g. revenues, receivable, impairment test). The fours part covers the main aspects of the audit documentation as well as the auditor's reporting.

Learning Goals

- Students will develop an understanding of the regulatory framework, professional legal basics and concepts for testing international consolidated financial statements (LGBWL-1).
- Students acquire basic and detailed knowledge of planning and execution of audits for international corporations. They will be able to apply this knowledge to examples to selected financial statements and to assess them critically according to appropriate accounting standards (LGBWL-2, LGBWL-3).
- Students get an overview on the state of regulation to the audit development and will be able to critically assess these developments (LGBWL-1, LGBWL-3).

Participation Requirements

none

Recommended Prerequisites

Basic knowledge of group financial statements under IFRS

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. Bernd Roese
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
HOM1:S22 **English translation:** Accounting under HGB and IFRS **Specialization:** Accounting	Bilanzierung nach HGB und IFRS	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content
The seminar will focus on accounting and measurement issues under German commercial law, tax law and/or international accounting. In particular, decisions of tax courts and/or the International Account-ing 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 ac-cording to German GAAP and international accounting standards by independently applying the acquired skills (LGBWL-4).

Participation Requirements
none

Recommended Prerequisites

Master’s Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	irregularly
Duration of the Module	one semester
Lecturer(s)	Prof. Dr. Michael Hommel
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
BOM1:W22 **English translation:** - **Specialization:** Accounting	Contemporary Topics in Empirical Management Accounting Research	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content	
	Discussion and critical assessment of current research topics in the field of management accounting and control, for example related to incentive systems, performance measurement, contracting, the quality of internal information systems and decision making, etc.
Learning Goals	
	• Students learn to analyze empirical research questions and problem sets in management accounting and control (LGBWL-1). • Students develop methodological competencies (LGBWL-2). • Students will improve their written and verbal communication skills through writing the seminar paper, seminar presentations, and joint discussions (LGBWL-4).
Participation Requirements	
	none
Recommended Prerequisites	
	none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Prof'in. Dr. Sara Bormann
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
HOB1:S23 **English translation:** Topics in Financial Reporting **Specialization:** Accounting	Topics in Financial Reporting	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The seminar covers topics in financial reporting and deepens students' knowledge in this field. Topics include accounting issues under IFRS, issues arising at the intersection between financial reporting and corporate governance, and current issues in ESG reporting. Students will be required to familiarize themselves in-depth with a particular topic, hand-in a seminar paper, and present their results in class.

Learning Goals

- Students gain insights into topics in financial reporting and will be able to apply their knowledge to practical problems. (LGB-1, LGB-2)
- Students will improv their written and verbal communication skills. (LGB-7)

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Prof'in. Dr. Katharina Hombach
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Finance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
AAMC **English translation:** - **Specialization:** Finance	Advanced Asset Management Cases	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

Participants will work through 12 case studies in advanced asset management, preparing each for random/ad-hoc/informal presentation of select details to the class. Based on full case studies with ex-ante versus post perspective, lectures will expand fundamental investment and market principles, utilize portfolio theory and management practice, plus introduce systematic risk management.

Starting from traditional portfolio construction via single-market liquid securities and basic diversification, participants will be guided to global strategic portfolios in all relevant asset classes and more advanced risk management via progressively complex cases including PE & RE.

Ethical, holistic and sustainable investment standards, targeting to select audiences (e.g. "Lady investors"/"Women in…"), the wider economic and business consequences of decision making in asset management and the importance of inter-personal and leadership skills beyond asset management will be as relevant as quantitative dimensions of performance.

Learning Goals

- Participants will practice LGMMF-1 goals in short/ad-hoc presentations on (partial) cases and the format of the final exam.
- LGMMF-2 aspects will be the relevant framework for the lectures centered around LGMMF-3 relevant concepts in advanced asset management.
- Contributions and exam will be formatted, and the latter graded utilizing LGMMF-4 methods and tools.
- As aggregate, the classwork will convey LGPHD-2 related training as well, and should give suited participants an enhanced basis for their individual LGPHD-3 enhancement and practice.

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)	Dr. Ivo Schwartzkopff
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
INVP **English translation:** - **Specialization:** Finance	Advanced Investment and Pension Finance	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

At the beginning we introduce mortality tables and mortality laws (period vs. cohort tables, Exponential and Gompertz Makeham laws). Subsequently, we explain and price different types of annuites. Then, modern refinements of the generic models are looked at such as multiple state models and models using stochastic mortalities. Practical exercises accompany theoretical rationale here as well. Then, the risk of an annuity contract will be accessed taking into account long-term investment results. Based on the previous knowledge we investigate into different pension plan designs and consolidate our understanding by looking at an industrial company's pension plans. At the end of the course, we illustrate the role of an annuity within the lifecycle model.

Learning Goals

- Students acquire skills to understand financial and especially actuarial methods for evaluation and modelling of pension and other long-term investments, replicate already existing findings, and apply the methods to new practice-oriented tasks (LGBWL-1, LGBWL-2).
- The module equips students with actuarial and financial knowledge, which they can employ for a quantitative analysis of alternative investment approaches, for classification and interpretation of findings in the broad economic context (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 Raimond Maurer
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
ALMI **English translation:** - **Specialization:** Finance	Asset and Liability Management in Insurance Companies	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The goals of the ALMI lecture are to understand asset and liability management (ALM) strategies used in insurance companies, and to understand the new Solvency II insurance regulatory rules. The contents of the ALMI lecture are separated into two categories: Liability Management and Asset Liability Management. The first part – Liability Management – focuses on topics such as risk pooling, risk sharing, insurance pricing and alternative risk transfer (e.g. catastrophe bonds). Students are supposed to understand the sources of risks in insurance companies, and to learn techniques to measure and limit these risks. The second part – Asset Liability Management – integrates both asset management and liability management strategies to arrive at an integrated risk management of insurance companies. It aims to help students understand the motivation and importance of conducting ALM, and to familiarize students with methodologies such as simultaneous and classic modeling based on the Markowitz approach. We discuss ALM topics of liability-driven investments and capital management in more detail. We also discuss the Solvency II regulatory regime and its implications for ALM.

Learning Goals

- Students understand liability management strategies used in insurance companies (LGBWL-1, LGMMF-3).
- Students understand integrated risk management in insurance companies, also in the context of Solvency II (LGBWL-1, LGMMF-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 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. Helmut Gründl
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
BRSV **English translation:** - **Specialization:** Finance	Banking Regulation and Supervision	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The course will provide an overview of the most relevant elements of banking regulation with a focus on the European regulatory landscape. Capital adequacy and solvency will be discussed in some level of detail including the supervisory approaches to credit risk, market risk and operational risk and the room for the utilization of bank-internal models for the quantification of risk. Liquidity risk and the supervisory approach to liquidity will also be covered. Other aspects treated will include bank corporate governance, recovery and resolution frameworks and the interplay of microprudential and macroprudential tools. Some insight into the institutional setting and the operation of the Single Supervisory Mechanism and core activites like the annual supervisory review and evaluation process (SREP) and stress tests will be given.

Learning Goals

- Understand and explain key elements of the global and European regulatory landscape (LGBWL-1, LGMMF-3, LGMSQ-1).
- Understand, explain and apply key concepts in banking regulation, including solvency and liquidity (LGBWL-1, LGMMF-3, LGMSQ-1).
- Understand, explain and apply key metrics and methods for assessing key risks of financial institutions (LGBWL-1, LGMMF-3, LGMSQ-1).
- Understand and explain the institutional setting of the Single Supervisory Mechanism and core activities like SREP and stress testing (LGBWL-1, LGMMF-3, LGMSQ-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)	Dr. Germar Knöchlein
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
CRRI **English translation:** - **Specialization:** Finance	Credit Risk	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

This course analyzes credit risk modeling and the pricing of credit derivatives. One of the goals is to make students familiar with the characteristics of these contracts and to clarify the relations between them. We introduce the two main approaches to modeling credit risk (firm value models and reduced-form models). The pros and cons of these approaches are highlighted. This includes a discussion of the tractability, the practical relevance, and the typical applications of these models. The emphasis is however on reduced-form models.

Learning Goals

- Our 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).
- Ability to provide scientifically-substantiated expertise concerning complex issues faced by society in the fields of economics, finance, law and economics, management and/or marketing (LGMSQ-3/LGPHD-3).

Participation Requirements

none

Recommended Prerequisites

Elective module "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)	Prof. Dr. Holger Kraft
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
IFIN **English translation:** - **Specialization:** Finance	Insurance and Finance	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

Insurers are the second main pillar in the financial system, next to banks. Insurers employ 1 million people in the European Union; they hold €10 trillion financial assets and have virtually every household and every corporation as a customer. Insurers are often wrongly equated with banks but have a fundamentally different business model. Insurers have an important role in the economy. They allow risk taking and thereby foster innovation and growth; they can act as stabilisers in the financial system due to their long-term investments and they create social financial networks through the mutualisation of risks. This course gives a concise and rigorous insight into the purpose, role and regulation of insurance.

This course is relevant for students who have a keen and comprehensive interest in finance, financial stability and financial regulation and who are aware that focusing on the banking system alone covers only part of the relevant issues in the area. The course is also relevant for students with a macro economic interest who want to understand the key role of long-term savings and investment and the stabilisation this also has for reducing short-term uncertainty. And finally, the course is interesting for students who like to work in the financial sector in the future.

Learning Goals

- Students will understand the basic concepts of insurance and the specific role of insurance in the economy and financial system (LGBWL-1, LGBWL-3, LGMMF-2, LGMMF-3, LGIIEP-2, LGIIEP-3).
- Students will understand the key concepts and mathematical tools of insurance, such adverse selection, moral hazard, the law of large numbers, etc. (LGBWL-1, LGBWL-2, LGMMF-3, LGMMF-4, LGIIEP-3, LGIIEP-4).
- Students will understand the difference between insurance and banking and the different balance sheet structures of insurers versus banks (LGBWL-1, LGMMF-3, LGMMF-4, LGIIEP-3, LGIIEP-4).
- Students will understand the key elements of insurance regulation and supervision in Germany and Europe (LGBWL-1, LGMMF-4, LGIIEP-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)	Hon. Prof. Dr. Christian Thimann
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.
Grading	In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
MSFM **English translation:** - **Specialization:** Finance	Microstructure of Financial Markets	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

In the traditional approach to financial economics, the price formation process is a "black box" in which there is no explicit role for financial market structure. However, the way securities are actually traded is far removed from the idealized picture of a frictionless market. Market microstructure theory is the study of the process and outcomes of exchanging assets under explicit trading rules. Two key concepts of financial markets – liquidity and price discovery – are central to understand the impact of these rules on the behavior of institutional investors, brokers, and other market participants. This course covers topics and concepts that contribute to our understanding of the microstructure of modern financial markets. Based on models and empirical research, this course discusses the two key concepts liquidity and price discovery from different angles. In particular, the course covers the background of the bid-ask spread and discusses the effects of market fragmentation, market transparency and other market design parameters on the efficiency of securities markets.

Learning Goals

- Students possess an in-depth knowledge of the central characteristics of securities trading, which enables them to take positions in asset management, banking, exchanges and policy making institutions (LGBWL-1).
- Students know how orders are executed against each other and how prices are determined in financial markets depending on the trading model (LGBWL -1).
- Students are able to assess the efficiency of a market based on liquidity measures in order to make optimal trading decisions and statements about market design. They are competent in using relevant research techniques to measure liquidity and to assess the quality of a market (LGBWL -2).
- Students will be able to apply modern research techniques to evaluate the impact of different trading rules and regulatory or technological changes on financial markets (LGBWL-2).

Participation Requirements

none

Recommended Prerequisites

An introductory general course in finance and/or one on securities/investments/asset pricing is strongly recommended. Additionally, some experience working with data and an understanding of basic econometrics, while not mandatory, is also 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)	Dr. Benjamin Clapham
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or 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:	Module Title:	Module Type	12 ECTS (total) = 360 h		6 h / week
GOM1:S22 **English translation:** - **Specialization:** Finance	Algorithmic and High Frequency Trading	Project Seminar	**Hours in Class** 6 SWS / 68 h	**Self-Study** 292 h	

Content

Due to the automation of trading, algorithms gain increasing importance, especially in the context of financial markets. Traders use them not only to support and settle big orders from customers, but also to trade on their own books, the so-called high-frequency trading. This results in a hard competition between the market participants and leads to strategy adaptions as well as investments into technology. In this seminar, students develop, implement, test and document such trading strategies. They are required to write scientific articles which document their implementation. At the end of the seminar they have to present their results and findings during a block seminar.

Besides an introduction to scientific methods and approaches of empirical research, students will improve their knowledge in the area of algorithmic trading software with the support by the supervisors. Additionally, they will get an overview about the possibilities to preprocess and analyze data in the context of decision support systems.

Learning Goals

- The automation of trading on exchanges leads to major transformations of the interaction of markets. This progress raises many economical and technical issues. Our students will work on these issues using their knowledge in economics and business administration as well as new learned skills from the area of software engineering and data science (LGBWL-1).
- During this seminar, students are required to use advanced methodological knowledge from the area of data science, such as machine learning. Further, they are expected to acquire new skills in the area of data administration and data processing (LGBWL-2).
- The students are required to present their developed research contributions. This way, they will be enabled to behave reasonably in a professional environment (LGBWL-4).
- The students will develop their research contributions as a team, so that they increase their abilities to work in team setups. Therefore, they additionally acquire skills of responsible team leadership (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. Peter Gomber
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	project seminar
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination and a summary of the project results in a joint final report (about 50 - 70 pages), whereby the performance of each participant must be clearly defined as well as presentation of the project results (about 30 minutes).
Grading	Establishment of the module grade is based on the arithmetic average of the grades of the partial performances.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
MAU1:S22 **English translation:** - **Specialization:** Finance	Asset Management	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The objective of this Seminar is to equip students with advanced theory and techniques relevant to asset management. Asset management is the systematic process of optimally allocating funds to both the traditional (e.g. equities, bonds, and real estate) as well as alternative (e.g. hedge funds, commodities, and life-contingent claims) asset classes, taking into account their respective risk and return profiles as well as the interdependencies among them. This process is highly relevant for institutional investors (e.g. mutual funds, insurance companies, and pension funds) but increasingly also for households trying to make optimal consumption and saving decisions over the life-cycle. Seminar topics will build on and complement contents of the Master Course Advanced Investment and Pension Finance (INVP).

Learning Goals

- Students develop a good understanding of advanced problems arising in the investment management of institutional investors (and private households) (LGBWL-1).
- Using state-of-the-art scientific methods, students learn to independently develop solutions for relevant questions in the field of asset management (LGBWL-2).
- In order to enable and motivate students to conduct more complex analyses (than e.g. using Excel) they learn to use MATLAB for scientific programming (however, they are not obliged to use it in order to pass the seminar) (LGMMF-3).
- Critical assessment of own research results is required in both, written form and in group discussions (LGMMF-3).
- Effective presentation and illustration of own research results (LGBWL-4, LGMMF-1).

Participation Requirements

none

Recommended Prerequisites

Students taking this seminar course are expected to have experience with Microsoft Excel or Matlab.

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. Raimond Maurer
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
KAI1:S22 **English translation:** - **Specialization:** Finance	Behavioral Risk Management in Banks	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

In many areas of non-financial risk management such as managing a pandemic, information needed for decision-making (risk identification and assessment) is largely based on expert knowledge and judgement. Decision-making on risk mitigation itself is also based on cognitive processes rather than fully automated rules. In all those cases, cognitive biases and other limitations of the activity of the human brain play an important role. Understanding those issues helps in designing risk management methods and processes in such a way that those shortcoming are mitigated to some degree.

The objective of this seminar is to analyze the scenario analysis process wrt pandemics (including, but not limited to the current COVID-19 pandemic), identify relevant cognitive biases and present suggestions how to mitigate those. Students are required to research a specific topic and write a seminar paper on the findings, present the findings and discuss those with fellow students and the lecturer.

Learning Goals

- Students will obtain an understanding of risk management processes in banks with a focus on non-financial risk (LGBW-1).
- Students will obtain an understanding of behavioral risk management and the major cognitive biases present in decision-making (LGMMF-2).
- Students will obtain the ability to effectively structure and communicate economic content in both written and oral forms to audiences from academia, government and business (LGMMF-1).

Participation Requirements

none

Recommended Prerequisites

Students are expected to have a basic knowledge about risk management and banking.

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
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
BAE1:S22 **English translation:** - **Specialization:** Finance	Equity Governance	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

In the seminar Equity Governance participants will deal with methods of steering and controlling of an enterprise. In the framework of the seminar, corporate governance will be interpreted in a broader sense as the interaction of decision-making processes, organizational execution and financial management, which support long-term value creation and a sustainable company direction.

The seminar follows a prescribed, structured approach from an owners perspective (equity governance). The approach focuses on proven tools and concepts, which allow active owners/investors, supervisory/advisory boards, consultants as well as the management itself to identify strengths and weaknesses as well as opportunities and threats in order to give new impetus and momentum. Adaptions refer to, for example, organizational structure, processes and systems and leadership methods. Key words outlining the different themes of the seminar include: defining the investment case, shaping the board agenda, adjusting to industry dynamics, creating portfolio momentum, optimizing capital intensity (including an excursus on digitization and automation), improving productivity and providing debt capacity/increasing resilience.

The seminar takes place in cooperation with a company. Students will have the opportunity to scan the corporate governance of the company against the background of the structured approach as a real case study and thus have the possibility to experience the potential of governance methods.

Students will present to and discuss the results of their findings with representatives of the company. The knowledge acquired in the seminar is relevant for various management functions, which show a broad and interdisciplinary assignment profile.

Learning Goals

- Our students will be able to apply an analytic business approach and governance methods for decision-making and effizient implementation, allowing for responsible entrepreneurial action and sustainability (LGBWL-5, 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 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. Sönke Bästlein
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
VIE1:S22 **English translation:** - **Specialization:** Finance	Financial Instruments: Stocks, Bonds, Derivatives and Hedge Funds	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The course "Financial Instruments: Stocks, Bonds, Derivatives and Hedge Funds" covers truly "noble" ideas: The course discusses the main building blocks of modern finance for which the Royal Swedish Academy of Sciences awarded Sveriges Riskbank Prizes in Economic Sciences in Memory of Alfred Nobel in 1990, 1997, 2002, 2003 and 2013. These concepts are essential for investment professionals analyzing and trading stocks, bonds, derivatives and managing traditional portfolios as well as alternative investments such as hedge funds. Asset prices affect the daily life of many people and contain important information for a wide variety of decision makers. The purpose of the course is to make each student (more) familiar with the main building blocks of modern finance and to show how financial analysts and portfolio managers can implement the concepts in practice.

Learning Goals

- The graduates of the program develop an in-depth understanding of six important concepts in finance for which the Royal Swedish Academy of Sciences awarded Prizes in Economic Sciences in Memory of Alfred Nobel (LGBWL-3).
- They master quantitative methods related to the six concepts in MATLAB (LGBWL-2).
- They cooperate with others to prepare a written homework and a presentation in groups of three to six students (LGBWL-4).
- They have soft skills to express their ideas and knowledge in written and oral expression (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	once per year
Duration of the Module	one semester
Lecturer(s)	Hon. Prof. Dr. Jan Viebig
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
GIR1:S22 **English translation:** - **Specialization:** Finance	Machine Learning Methods in Asset Pricing	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The seminar deals with recent developments in empirical asset pricing and machine learning. Each student will be assigned essentially one research paper which has to be assessed critically. The students are supposed to review the related literature, try to replicate the empirical results of the paper on their own, try to extend the findings with different datasets, different methodologies, robustness checks etc.

Learning Goals

- Ability to effectively structure and communicate economic content in both written and oral forms to audiences from academia, government und 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	once per year
Duration of the Module	one semester
Lecturer(s)	Dr. Fabio Girardi
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
HAK1:S22 **English translation:** - **Specialization:** Finance	Personal Finance	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

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**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
GOM1:W22 **English translation:** - **Specialization:** Finance	Topics in e-Finance	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

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	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Information Management

Course Code:	Module Title:	Module Type	5 ECTS (total) = 150 h		2 h / week
M-CH-S **English translation:** - **Specialization:** Information Management	Computational Humanities	Elective (Import)	**Hours in Class** 2 SWS / 23 h	**Self-Study** 127 h	

Content

The seminar makes current research questions in the field of Computational Humanities the subject of discussion. An example of this is information processing in decentralised social networks and others which should also be mentioned such as modelling the change over time of linguistic information systems (based on the example of historical stages of a language), automatic speech processing in avatars as well as automatic processing of multimodal information in such systems, computer-based models of language evolution as well as cognitive interaction technologies which are oriented, amongst other things, on human memory. All of these fields of research have in common their methodological orientation on automatic analysis of the respective research topic, namely on the basis of its semiotic, cognition-oriented or linguistic philosophical penetration. Therefore the topicality, automation and humanities reflection form the three reference points for selection of the topic during the seminar.

Learning Goals

- After completing this course, students have the competence to prepare and process economic data in the form of information technology (LGBWL-1).
- Through the general reflection on the use of AI methods, students develop an awareness of the social and ethical aspects of information technology methods in business administration (LGBWL-3).

Participation Requirements

none

Recommended Prerequisites

Text technologies, computer linguistics, data mining, probability theory, graph theory, mathematical logic

Master's Program / Department	M.Sc. in Wirtschaftsinformatik (FB 12)
Module Can Be Used in the Following Programs	M.Sc. in Betriebswirtschaftslehre
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Prof. Dr. Alexander Mehler
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A written composition and a lecture.
Grading	-

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
MSFM **English translation:** - **Specialization:** Information Management	Microstructure of Financial Markets	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

In the traditional approach to financial economics, the price formation process is a "black box" in which there is no explicit role for financial market structure. However, the way securities are actually traded is far removed from the idealized picture of a frictionless market. Market microstructure theory is the study of the process and outcomes of exchanging assets under explicit trading rules. Two key concepts of financial markets – liquidity and price discovery – are central to understand the impact of these rules on the behavior of institutional investors, brokers, and other market participants. This course covers topics and concepts that contribute to our understanding of the microstructure of modern financial markets. Based on models and empirical research, this course discusses the two key concepts liquidity and price discovery from different angles. In particular, the course covers the background of the bid-ask spread and discusses the effects of market fragmentation, market transparency and other market design parameters on the efficiency of securities markets.

Learning Goals

- Students possess an in-depth knowledge of the central characteristics of securities trading, which enables them to take positions in asset management, banking, exchanges and policy making institutions (LGBWL-1).
- Students know how orders are executed against each other and how prices are determined in financial markets depending on the trading model (LGBWL -1).
- Students are able to assess the efficiency of a market based on liquidity measures in order to make optimal trading decisions and statements about market design. They are competent in using relevant research techniques to measure liquidity and to assess the quality of a market (LGBWL -2).
- Students will be able to apply modern research techniques to evaluate the impact of different trading rules and regulatory or technological changes on financial markets (LGBWL-2).

Participation Requirements

none

Recommended Prerequisites

An introductory general course in finance and/or one on securities/investments/asset pricing is strongly recommended. Additionally, some experience working with data and an understanding of basic econometrics, while not mandatory, is also 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)	Dr. Benjamin Clapham
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or 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:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
MOB2 **English translation:** - **Specialization:** Information Management	Mobile Business II - Application Design, Applications, Infrastructures, and Security	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The 2nd part of this lecture series (Mobile Business II) focuses on the variety of opportunities and challenges, that are offered by mobile communication technologies and their specific properties and which need to be considered and addressed by companies and regulators. The overall objective of the course is to provide advanced knowledge about mobile applications and mobile services, ranging from technical to economic aspects. Students will be qualified to pro-actively realize inherent commercial potential and to identify and to address challenges and problems in the area of mobile business. An important facet of this is the discussion of international regulation and its implications on the development and application scenarios for mobile services.

Architectures for mobile services and their development are in the focus of the first part of the course. This includes topics such as security and privacy, usability, and the role of standardization. The presentation of exemplary application areas will allow students to understand and question how different design aspects are considered in current scenarios. The course concludes with a state of the art overview of current mobile business research topics and activities, enabling students to understand the lines of research and to draw connections to already existing mobile business applications and scenarios.

Learning Goals

- Basic understanding of business models of online and mobile business (LGBWL-5).
- Basic understanding of location-based services and its architectures (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	irregularly
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 presen-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:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
PDBM **English translation:** - **Specialization:** Information Management	Privacy vs. Data: Business Models in the Digital, Mobile Economy	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The majority of business models in the digital economy heavily rely on the existence of user data in order to enable a value proposition for users. For instance, advertisers use data for the targeting of advertisements whereas others apply it for the personalisation of their service offerings. However, what is beneficial for businesses often becomes of a threat to the privacy of users – especially if highly sensitive data, such as location data, is collected and processed without their consent. Within the digital economy field, this course is going to explore the area of conflict between data-centric business models and user privacy. Since mobile devices accumulate a significant amount of personal data about individuals, the the several topics will be covered and examined with a special focus on this „mobile" perspective.

Learning Goals

- Basic understanding of business models in online and mobile business (LGBWL-1).
- Basic knowledge on data security and data protection from a technical, organizational and legal point of view (LGBWL-1).
- Ability to evaluate and design digital business model concepts, taking into account data security and data 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)	Dr. Andreas Albers
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.
Grading	In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presen-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:	Module Title:	Module Type	3 ECTS (total) = 90 h		0 h / week
M-SSK **English translation:** - **Specialization:** Information Management	Soft Skills (Ringvorlesung Existenzgründer)	Elective (Import)	**Hours in Class** -	**Self-Study** -	

Content
Courses can be selected in an appropriate scope to impart the scientific work, presentation techniques, topics from the area "Entrepreneurship", "Informatics and Society", scientific ethics and further soft skills. Such courses are offered, for example, by the didactic centre of Johann Wolfgang Goethe University.

Learning Goals
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Participation Requirements
none

Recommended Prerequisites
none

Master's Program / Department	M.Sc. in Wirtschaftsinformatik (FB 12)
Module Can Be Used in the Following Programs	M.Sc. in Betriebswirtschaftslehre
Frequency the Module Is Offered	every semester
Duration of the Module	one semester
Lecturer(s)	-
Examination Prerequisites	
Proof of Attendance	-
Proof of Performance	-
Mode of Teaching	-
Language	German or English
Examination	**Type, Form, Duration**
Forms of Examination	Examination performance
Grading	ungraded

Course Code:	Module Title:	Module Type	12 ECTS (total) = 360 h		6 h / week
GOM1:S22 **English translation:** - **Specialization:** Information Management	Algorithmic and High Frequency Trading	Project Seminar	**Hours in Class** 6 SWS / 68 h	**Self-Study** 292 h	

Content

Due to the automation of trading, algorithms gain increasing importance, especially in the context of financial markets. Traders use them not only to support and settle big orders from customers, but also to trade on their own books, the so-called high-frequency trading. This results in a hard competition between the market participants and leads to strategy adaptions as well as investments into technology. In this seminar, students develop, implement, test and document such trading strategies. They are required to write scientific articles which document their implementation. At the end of the seminar they have to present their results and findings during a block seminar.

Besides an introduction to scientific methods and approaches of empirical research, students will improve their knowledge in the area of algorithmic trading software with the support by the supervisors. Additionally, they will get an overview about the possibilities to preprocess and analyze data in the context of decision support systems.

Learning Goals

- The automation of trading on exchanges leads to major transformations of the interaction of markets. This progress raises many economical and technical issues. Our students will work on these issues using their knowledge in economics and business administration as well as new learned skills from the area of software engineering and data science (LGBWL-1).
- During this seminar, students are required to use advanced methodological knowledge from the area of data science, such as machine learning. Further, they are expected to acquire new skills in the area of data administration and data processing (LGBWL-2).
- The students are required to present their developed research contributions. This way, they will be enabled to behave reasonably in a professional environment (LGBWL-4).
- The students will develop their research contributions as a team, so that they increase their abilities to work in team setups. Therefore, they additionally acquire skills of responsible team leadership (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. Peter Gomber
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	project seminar
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination and a summary of the project results in a joint final report (about 50 - 70 pages), whereby the performance of each participant must be clearly defined as well as presentation of the project results (about 30 minutes).
Grading	Establishment of the module grade is based on the arithmetic average of the grades of the partial performances.

Course Code:	Module Title:	Module Type	12 ECTS (total) = 360 h		6 h / week
HOL1:S21 **English translation:** ISE Research Project **Specialization:** Information Management	ISE Forschungsprojekt	Seminar	**Hours in Class** 6 SWS / 68 h	**Self-Study** 292 h	

Content

In this seminar, students conduct their own research project. During the project they go through all stages of the research process: Based on a given research question they provide a literature overview, set up a research model as well as collect and evaluate the data.

The seminar covers the following topics: Pseudo-Compliance; Subscription-Based Crowdfunding; Compulsive Smartphone Use

Learning Goals

- Students will work on current research topics of high economic relevance (LGBWL-1).
- Students will study the scientific method and use modern research methods to address the given problems (LGBWL-2).
- Economic problem solving will take care of ethical, environmental and sustainability-related concerns (LGBWL-3).
- Students will work in groups and multiple presentations will be part of the seminar (LGBWL-4).
- Students will assume various roles and coordinate tasks within their project group to learn about the different facets of a team effort (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	irregularly
Duration of the Module	one semester
Lecturer(s)	Prof. Dr. Roland Holten
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	project seminar
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination and a summary of the project results in a joint final report (about 50 - 70 pages), whereby the performance of each participant must be clearly defined as well as presentation of the project results (about 30 minutes).
Grading	Establishment of the module grade is based on the arithmetic average of the grades of the partial performances.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
GOM1:W22 **English translation:** - **Specialization:** Information Management	Topics in e-Finance	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

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	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Managerial Economics

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
ADMA **English translation:** - **Specialization:** Managerial Economics	Advanced Management	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

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**
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:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
CIIE **English translation:** - **Specialization:** Managerial Economics	Causal Inference in Economics: Methods and Applications in Empirical Political Economy	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The field of economics, in particular applied microeconomics, has undergone a credibility revolution in recent years that is characterised by a surge of research papers focused on answering specific, causal questions which are more often than not policy relevant. In this context, the objectives of this course are threefold. First, it aims to familiarise students with modern empirical research designs on which much of the contemporary political economy literature is based. Second, it is intended to introduce to students a number of topics from the empirical political economy scholarship. These topics, by and large, examine how various political and social institutions---voter enfranchisement, immigration and the media to name but a few---shape public policy and economic outcomes. Third, the course provides an opportunity for students to develop their capacity to present contemporary papers in a seminar format.

Learning Goals

- The course will familiarise students with the modern empirical tools needed to answer specific, causal questions. These empirical tools have a wide application across all areas of economics (LGBWL-1).
- In addition, the course will introduce a number of topics in the contemporary political economy scholarship. These papers all have a strong empirical focus (LGBWL-2).
- Students will also develop their capacity to read rigorous scientific research papers and to present and discuss them in a concise and compelling manner (LGBWL-4).
- Overall, the course will train students to better appreciate the concept of causality and some of its applications to questions of political and economic importance (LGBWL-4).

Participation Requirements

none

Recommended Prerequisites

The prerequisites for the course are introductory econometrics.

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)	Navid Sabet
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
ICD2 **English translation:** Innovation and Change in the Digital Age II **Specialization:** Managerial Economics	Innovation und Change im Digitalzeitalter II	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The acronym VUCA (Volatility, Uncertainty, Complexity, Ambiguity) describes in general and vague terms the perception of the digital era from the perspective of several stakeholders, especially the management. VUCA comprises four very different challenges and their specifically required answers. How can innovations been invented and necessary change processes successfully designed in order to create future-oriented companies with innovative offers that provide a perceptible value – for customers, innovators, the economy, the society as well as the environment?

The seminar covers the topics of innovation and change in the digital era from a reflective and formative leadership perspective. Based on Mark Twains quote, "[p]lan for the future because that's where you are going to spend the rest of your life", students are invited to actively participate in this interactive lecture.

Learning Goals

- The students learn to reflect on innovation and change in the digital era from a creative leadership-perspective, to understand the impact of a decision for a certain process and way of thinking on the outcome, and to develop and test their own profound point of view in relation to innovation and change from a leadership-perspective (LGBWL 4, 5).
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- The students learn to understand the nature of VUCA and how to deal with the four challenges, to understand the success parameters of sustainable change processes and the mechanisms of tradition versus progress, and to realize and evaluate the chances of strong brands in the digital era (LGBWL 1).
- The students learn to check the changes, trends and developments from a reflective and creative leadership-perspective – including potential goals, values and utility (LGBWL 5).
- The students learn to reflect the interplay as well as specific uniqueness and competences of humans and machines (LGBWL 3,4).
- The students learn how to start and control learning processes (Learning-by-Teaching-method, neurosciences) (LGBWL 2, 4).

Participation Requirements

none

Recommended Prerequisites

Knowledge in the foundations of brand and innovation management

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	every semester
Duration of the Module	one semester
Lecturer(s)	Christine Riedmann-Streitz
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
ININ **English translation:** - **Specialization:** Managerial Economics	Institutions and Innovation	Elective (Import)	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

This course introduces to institutional theories. We will start with classical works on institutions in order to understand their nature, their origins and properties and will proceed with the most important recent articles on the relevance of institutions in economic systems, in particular on how institutions translate into economic outcomes (innovation, creativity, …). The course also helps to gain a better understanding of entrepreneurship across economic systems. The papers that will be discussed are based on comparative empirical evidence, and will in particular include evidence from Japan/Asian countries.

The course aims to further increase the students' awareness of the relevance of institutions in management. A further progress is expected in students' ability to understand the importance of moderating factors in the firms' environment.

Learning Goals

- Students will learn the many connections between innovation, institutions and strategic decisions (LGBWL-1).
- Students will learn about the importance of innovation for real firms and economic development from relevant empirical studies and business cases (LGBWL-2).
- Students will be able to make policy decisions informed by most recent innovation theories and empirical evidence (LGBWL-3).
- Students acquire detailed knowledge about the most important data sources underlying in the field of innovation studies (LGBWL-2).

Participation Requirements

none

Recommended Prerequisites

Recommended: the courses Advanced Management and Quantitative Methods.

Master's Program / Department	M.A. in Modern East Asian Studies (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Betriebswirtschaftslehre M.Sc. in International Management
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Prof'in. Dr. Cornelia Storz
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.
Grading	-

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
OFDZ **English translation:** Organization and Leadership in the Digital Age **Specialization:** Managerial Economics	Organisation und Führung im digitalen Zeitalter	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The digital transformation creates more than just technological challenges for companies. The changes in organization and leadership are just as significant. Optimizing and reinventing at the same time - this is the requirement in the management of companies in the digital age.

The lecture and exercises will look at the changes in organization and leadership caused by digitization. Established concepts, such as organizational ambidexterity and transformational leadership, are evaluated for their relevance in the digital age and their contribution to support the need in companies for more networking and flexibility, participation and agility.

With the lecture and the exercises, the participants can prepare themselves for today's demands as a leader beyond the known tasks as a manager. In the final exam, the learning success will be checked.

Learning Goals

- The lecture ensures that the students act as responsible managers and master the special challenges in the digital age (LGBWL-5).
- The ability to include ethical, environmental and sustainability issues in their economic decision-making processes is strengthened (LGBWL-3).
- Last but not least, students are enabled to use the appropriate communication channels when working in companies (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. Michael Groß
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
STEN **English translation:** - **Specialization:** Managerial Economics	Strategic Entrepreneurship	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

With this course, students will obtain an in-depth understanding of problems faced by young companies at different stages (seed-, startup- and growth-stages). It consists of diverse modules combining theoretical and empirical research, case studies and guest lectures. Topics addressed in this course are opportunity identification strategies, business model redefinition, basic financials for entrepreneurs, financing young companies, team composition, preconditions for growth, core competencies for growth and entrepreneurial exit.

Learning Goals

- Students learn to successfully manage the strategic, organizational, and personal challenges in the business context of a young companies (LGBWL-1).
- Students acquire the know-how to transfer the results of modern entrepreneurship theory to real-world problems (LGBWL-4).
- Overall, students gain deeper insights into current entrepreneurial challenges which they can apply responsibly in their future professional life (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	irregularly
Duration of the Module	one semester
Lecturer(s)	Christian Johannes Hüning
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
JAN1:S22 **English translation:** - **Specialization:** Managerial Economics	Effective Negotiations: From Theory to Practice	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

This course aims to achieve an in-depth understanding of how effective negotiations take place. It consists of several parts: basic principles of negotiations and the process of negotiation including sound preparation, planning and organization of the process phases. Based on these foundations, different methods and techniques for leading effective negotiations will be discussed. E.g., we will discuss the negotiation approach according to the Harvard-approach and the ”I-will-win”-approach by Schranner. Besides some social-psychological aspects, a focus will be put on rhetoric means and practical cases and discussions. To conclude, we will look at models to analyze negotiation situations as well as the handling of emotions and difficult negotiation situations. In addition to that, the seminar participants will engage in practical negotiation situations. This means that a typical seminar day consists of half-a-day theoretical input und discussion followed by half-a-day practical negotiation exercises.

Learning Goals

- Students will learn to understand the principles and the process of negotiations (LGBWL-1).
- Students will learn to understand the most important concepts of negotiation tactics and strategies as well as negotiation and conflict resolution techniques (LGBWL-2; LGBWL-4).
- Students will learn the state-of-the art theories of leading effective negotiations (LGBWL-2).
- Students will learn to critically evaluate the different approaches of leading negotiations and to compare theoretical and practical implications (LGBWL-1).
- Students will learn to understand their personal negotiation style and to consider cultural differences and ethical questions concerning the preparation and realization of negotiations (LGBWL-3; LGBWL-4; LGBWL-5).
- Students will learn to develop strategic solutions for negotiation situations (LGBWL-3, LGBWL-4).
- Students will learn how to practically carry out negotiations (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)	Stephan Jansen
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
WOL1:S23 **English translation:** - **Specialization:** Managerial Economics	Mindful Leadership	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The working world 4.0 needs Mindful Leadership. The signs of the times are constantly pointing to change against the backdrop of interlocking crises: Digitalization, corona and energy crises, supply bottlenecks, staff and skills shortages in almost all industries, climate change and the rapid transformation of markets. People with leadership responsibilities are confronted with enormous demands at all levels. Familiar forms of leadership and cooperation are being fundamentally challenged; new attitudes, methods and skills are required. Stress, overload and uncertainty have become everyday phenomena. At the same time, a high degree of self-responsibility is expected in many organizations, agile forms of work and structures are being introduced in order to be able to react flexibly to environmental conditions. Decisions have to be made quickly in complex contexts, often on a thin data basis. The seminar addresses the question of how leaders in this highly dynamic environment can succeed in proactively shaping change and how they can be empowered to deal constructively and creatively with uncertain and unmanageable situations.

Learning Goals

- Students will analyze the economic challenges of leadership in a variety of business management settings, particularly with focus on new organizing. (LGBWL-1)
- Student will develop basic theoretical and practical skills related to presence, concentration, clear thinking, decisiveness, level-headedness, stress management, self-reflection, role flexibility, empathy, creativity, intuition. (LGBWL-2)
- Students will use market-oriented thinking and master the effective methods for self-leadership, people management, team leadership, interviewing, decision-making, and organizational development. (LGBWL-1, LGBWL-3)
- Students will be motivated in teamwork to cooperate in group decision making and act with a sense of responsibility in a professional context. (LGBWL-4, LGBWL-5)

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	irregularly
Duration of the Module	one semester
Lecturer(s)	Dr. Annika Wolf
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Marketing Analytics

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
ATIM **English translation:** - **Specialization:** Marketing Analytics	Application of Theory in Marketing	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

In this course, students will learn how theoretical models can support business decision making and research in marketing. First, they will learn about the role of theory in marketing as a science and how theories are constructed. Commonly used mathematical theories from marketing and economics will be introduced. Then, they will learn how theories can be tested in empirical research through the formulation of hypotheses and the operationalization of theoretical concepts. Moreover, they will be introduced to "structural modeling" - an empirical method that relies heavily on theoretical models and that has seen an increasing interest by practitioners and researchers in recent years. This is followed by making explicit how theory provides practitioners with variables and assumptions that require attention in business cases, reveals relevant economic mechanisms, and allows to conduct counterfactual analyses. During the course, examples are provided from marketing topics such as consumer choice and advertising.

Learning Goals

- Students become familiar with the construction of theories in marketing (LGBWL-1).
- Students become familiar with deriving empirically testable hypotheses from marketing theory (LGBWL-1).
- Students become familiar with application of marketing theory to real world business cases (LGBWL-2).
- Students are able to reflect assumptions behind statements critically and communicate this effectively (LGBWL-5, 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. Sergey Turlo
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.
Grading	In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
CBRM **English translation:** - **Specialization:** Marketing Analytics	Consumer Behavior Research Methods	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

This course provides an overview of the principles and methods of empirical research in consumer behavior. Students will learn to define research questions in various domains of consumer behavior and in different empirical setting, understand the research process and the different types of qualitative and quantitative research, be familiar with the issues and techniques of data analysis, and derive meaningful theoretical and practical implications from the results. Selected psychological, sociological, and anthropological theories of consumer decision-making will be discussed to inform exemplary research questions.

In addition, students will work in small groups to develop their own research questions from gaps in the literature or apply a new research problem to unexplored related phenomena, design a study, and (in some cases) collect data and interpret the results. This will involve reading a series of core literature to become familiar with relevant theoretical backgrounds, methodological norms, and recent findings. Intense reading of these articles is a necessary prerequisite for doing well in this course and on the final exam. The reading list consists of articles published in marketing, management and psychology journals, as well as book chapters specific to consumer behavior research. You will be expected to read each article/chapter carefully, make sense of it before class, and participate actively in group work and class discussion.

Learning Goals

- Students will be able to constructively criticize and discuss existing paradigms in consumer behavior research (LGBWL-1; LGBWL-4).
- Students will be able to define a research question and design a qualitative or quantitative study of appropriate scope to gather relevant data (LGBWL-1; LGBWL-2).
- Students will be able to apply advanced methods for analyzing qualitative or quantitative data (LGBWL-2).
- Students will be able to acquire, manage, prepare, and analyze data for investigating a consumer behavior issue, using the techniques that are discussed in this course (LGBWL-1, LGBWL-4, LGBWL-5).
- Students will be able to present and lead discussions on scientific findings and on how to apply them to research and managerial problems (LGBWL-4).

Participation Requirements

none

Recommended Prerequisites

Intermediate level knowledge of statistics is required for this course. To complete it successfully, I strongly recommend that you also have knowledge of data analysis (especially ANOVA and regression analysis) using the statistical software package R.

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. Dominik Hettich
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.
Grading	In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
DSMA **English translation:** - **Specialization:** Marketing Analytics	Data Science and Marketing Analytics	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

This course deals with data science methods for acquiring, managing, preparing, and analyzing marketing data. The students learn from existing research and are actively challenged to criticize existing applications of data science methods. A significant part of the course is related to the actual implementation of these methods to a real-life marketing issue in group assignments for which students will obtain assistance from the teachers during interactive tutorials.

Learning Goals

- Students will be able to work with a select number of tools for acquiring marketing data from online resources (LGBWL-1, LGBWL-2, LGBWL-3).
- Students will be able to work with a select number of tools for storing, managing, and manipulating marketing data in databases (LGBWL-2, LGBWL-3).
- Students will be able to prepare raw marketing data for further analyses, based on knowledge of a select number of data cleaning techniques (LGBWL-1, LGBWL-2, LGBWL-3).
- Students will be able to deal with missing values in marketing data, based on knowledge of a select number of data imputation techniques (LGBWL-2, LGBWL-3).
- Students will be able to explain and work with a select number of computer science methods; Evaluate existing applications of data science methods in marketing (those that are published in scientific journals and those that are used in practice) based on knowledge of earlier applications of these methods in marketing (LGBWL-1, LGBWL-2, LGBWL-3).
- Students will be able to acquire, manage, prepare, and analyze data for investigating a real-life marketing issue, using the techniques that are discussed in this course (LGBWL-1, LGBWL-4, LGBWL-5).
- Students will be able to translate the outcomes of the analyses into practical managerial implications; Present in writing the outcomes of the analyses and their managerial implications (LGBWL-2, LGBWL-4, LGBWL-5).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Dr. Keyvan Dehmamy
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.
Grading	In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
JADM **English translation:** - **Specialization:** Marketing Analytics	Judgement and Decision Making	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The purpose of this course is to provide students with a foundation for thinking about and developing own ideas on the judgment and decision making aspects of marketing in general and consumer behavior in particular. While the course generally adopts a broad definition of judgment and decision making, its main focus is on the ”heuristics and biases” literature and its critics. Because of the foundational nature of the course, we will put an emphasis on the classic works in this field. To help students developing the skill of reading and critiquing an academic article, there is no formal text or script for this course but students will lead discussions of the papers (see below). For each session, I will assign a list of 2-4 readings (scientific articles). Intensive reading of these articles is a necessary requirement for you to do well in this course and in the final exam. The reading list consists of articles published in marketing and psychology journals. You are expected to read each article carefully, get an idea of it before class, and participate actively in the discussion during class.

To facilitate discussion, in the respective classes one or more students or student groups (depending on class size) will be responsible for leading the discussion on one of the papers. This responsibility entails two things: (1) guiding discussion on a specific paper, and (2) bringing a one-page summary of that paper to class (and uploading it in advance on OLAT). For the article for which you are assigned, make sure to examine the stated objective and positioning of the research, the conceptual framework and hypotheses, the methodology used (e.g., the task and manipulations), the main findings, and what these findings imply theoretically and for relevant substantive domains (e.g., consumer behavior and marketing). Guidance of the discussion entails an initial briefing of what each article is about with minimal notes (max. four ppt-Slides). Each student will do this once or twice during the semester, also depending on class size. The point of this exercise is to get students into the habit of thinking of the ”message” that each paper has. The focus of the subsequent discussion in class will be on the concepts, theoretical contributions, methods & designs, potential extensions (e.g., new hypotheses, follow-up studies) and managerial implications.

In addition to providing students with basic knowledge on judgment and decision making, this course acquaints them with empirical methods that researchers in this field use to test their theories. In order to being able to fruitfully follow this class, we therefore strongly recommend having some knowledge on experimental design and on the analysis of experimental data (particularly ANOVA and regression analysis) using the statistical software package R. The respective assignments in the tutorial may also involve group work and will be presented in class.

Learning Goals

- Students will know the central concepts of judgment and decision making research (LGBWL-1).
- Students will be able to constructively criticize and discuss existing research paradigms (LGBWL-1; LGBWL-4).
- Students will be able to transfer a research question into an experimental design (LGBWL-1; LGBWL-2).
- Students will be able to apply advanced methods for analyzing experimental data (LGBWL-2).
- Students will be able to present and lead discussions on scientific findings and how to apply them to research and managerial problems (LGBWL-4).

Participation Requirements

none

Recommended Prerequisites

none

Master’s Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Prof. Dr. Torsten Bornemann
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.

Grading	In as far as the module examination consists of a written examination and talk, the written examination usually contributes 70% and the presentation to 30% to the overall grade.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
BOR1:S22 **English translation:** - **Specialization:** Marketing Analytics	Advanced Topics in Marketing Research	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The aim of the seminar is to expand and strengthen students' already existing ability to analyze and structure theoretically motivated research questions as well as to develop and present solutions based on theoretical underpinnings. Substantively, the seminar will deal with alternating topics from different parts of academic marketing. In the past, these included, but where not limited to: Emotion and Consumer Decision Making, Neuromarketing, Marketing Performance Management, and Behavioral Pricing.

The seminar enables graduate students to take an advanced multidimensional perspective on research questions – from a theoretical, methodological and practical perspective. For example, seminar discussions might juxtapose individual versus group decision-making, consumer versus organizational behavior, or marketing accountability versus management accounting angles. In order to gain in-depth knowledge as a basis for informative discussions, students will – for their final seminar presentations – focus on one or two "core research papers", which will then be presented in the context of their seminar thesis.

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 master thesis at the chair (LGBWL-2).
- Students will – in their supervised theses – critically evaluate extant research in the context of the applied methodology with regards to their specific research questions (LGBWL-2, LGBWL-3).
- Students will conduct and craft structured as well as problem-focused literature reviews, and develop rigorous solution frameworks (LGBWL-1, LGBWL-2, LGBWL-3).
- Students will give formal presentations about their findings and communicate informative implications derived from their profound analysis in a theoretically advanced and critically reflexive manner. Students will present to and discuss with a cross-disciplinary audience (LGBWL-4).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Prof. Dr. Torsten Bornemann
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
WIE1:S22 **English translation:** - **Specialization:** Marketing Analytics	Marketing Performance	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

The seminar ”Marketing Performance” seeks to provide students with insights and tools to identify and quantify how to value marketing actions and marketing assets. Demonstrating the contribution of marketing efforts is important, for instance, when deciding whether a major marketing action is worth taking or when setting budgets and measuring marketing performance. This block seminar is the- refore devoted to understanding the payoff firms get from their marketing efforts. It is built around real-world data sets and requires students to make recommendations about a set of marketing decisions.

Learning Goals

- Students will understand the concept of marketing investments (LGB-1).
- Students will be able to identify relevant marketing KPIs (LGB-1).
- Students will be able to apply concepts and techniques of valuing marketing actions (LGB-2 & -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'in. Dr. Simone Wies
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	Term work (about 20 pages) and a presentation (20 minutes).
Grading	Normally based on 60% of the term work performance and 40% of the presentation performance

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
SCR1:S23 **English translation:** - **Specialization:** Marketing Analytics	Predictive Modeling in Marketing: Forecasting Customer Behaviour using Data Mining and Machine Learning	Seminar	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

Content

This seminar focuses on "predictive modeling" as a challenge in Marketing. Using a real-life dataset, we will forecast and predict customers' purchase behavior and derive models that help optimize the efficiency of marketing campaigns. We will present both the process of data mining and the most relevant machine learning algorithms to predict customer (buying) behavior.

Learning Goals

- Competence in analyzing economic problems and applying specialized knowledge to different business situations (LGBWL-1)
- Application of modern research techniques to business related problems (LGBWL-2)
- Practical skills in data processing and exploration (LGBWL-2)
- Application of Data Mining methods (LGBWL-2)
- Implementation of Machine Learning algorithms in R and interpretation of 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)	Hon. Prof. Dr. Martin Schmidberger, Dr. Lennart 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

Ethics

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
CMAE **English translation:** - **Specialization:** Ethics	Compliance - Management and Economics	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The course "Compliance – Management und Economics" aims at three learning objectives. First, economic concepts will be explained using examples in the field of compliance. Second, the course is a vehicles that transports direct knowledge of goals, structure and activities of an exemplary compliance organization. Third, the examples used throughout the course will underline significant inefficiencies caused by unethical economic behavior.

The content of the course is structured along current example cases enabling a high degree of interaction – through discussions within the course as well as through the participation in an economic experiment. Depending on the participating audience an explanation of empirical and statistical methods can be provided.

The course is targeted at students whose interests of economics, management, psychology and sociology overlap. Knowledge of the Theory of the Monopoly, Principle-Agent Theory and other micro-economic concepts is an advantage but not a pre-condition.

Apart from their economic relevance, the examples used in the course are chosen to provide a basis for analyses and discussions of general economic problems and institutional as well as behavioral solutions. Especially in the field of Anti-corruption (FIFA Corruption Scandal) and Anti-Trust (Beer Cartel) high profile cases from the press help to undermine theoretical considerations. Regarding the explanation of and solutions to compliance-related inefficiencies we focus on game theoretical mechanisms. Furthermore the course covers the description of actual measures that (private) enterprises take (or should take) in order to manage the risk stemming from the consequences of compliance violations.

Learning Goals

- Students critically analyse economic problems and apply economic theories and their content knowledge to different business situations (LGBWL-1, LGWipäd-1).
- Students adapt recent research methods (e.g. experimental economics) to business related questions (LGBWL-2, LGWipäd-3).
- Students involve ethical, environment- and sustainability-related aspects into their decision-making process (LGBWL-3).
- Students develop an awareness and understanding of ethical standards, the consequences of decision making in economics and business (LGMMF-2, LGIEEP-2).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Dr. Jan Schikora
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
ESGR **English translation:** - **Specialization:** Ethics	ESG Ratings	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

Asset Managers and other financial institutions increasingly rely on ESG Ratings (i. e. BlackRock). In this modul we will try to Focus on the following Questions and will discuss potential answers: What are the ESG criteria, Issues and Problems? What are the current national & international discloures requirements? What are the Regulators doing ? Who dominates the Ratings ? In analogy to the "core of global Standards of Conduct" we will address Fairness, Property, Reliability, Transparency, Dignity, Citizenship and Responsiveness.

Learning Goals

- Students will be able to look beyond financial data (LGBWL-5_2).
- Students will understand Environmental, Sustainability and Governance issues (LGBWL-5_1).
- Students will relate ESG criteria to financial institutions (LGBWL-3_2).
- Students will learn about discloures and transparency principles (LGBWL-3_1).
- Students will recognize the value of non financial reporting (LGBWL-5_2).
- Students will discuss KPI in the light of ESG (LGBWL-5_3).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Dr. Godehard Puckler
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
INGO **English translation:** - **Specialization:** Ethics	Integrity and Governance	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

Corporate Governance (CG) has been on everyone's lips in recent years: How can firms and banks be monitored to act in society's welfare? Which activities should be monitored? A typical economic and law topic, CG raises inherent ethical questions in the context of institutional ethics which must be integral part of discussing and implementing CG. This semester, we will talk about impacts on theory formation and application problems for up-to-date CG.

CG aims at influencing operating decision-makers' behaviour in a way that secures financiers (investors and creditors) to receive their due part as defined in their contracts and it helps assessing this amount in a deliberate manner. As it may be rational in management's (decision-maker's) own interest to act against the financier's welfare and investment intentions or to cheat on them, CG is clearly needed. This problem arises as the management has some information the financiers do not have (information asymmetry) which management can use to exploit them. Morality would, thus, always be exploited which is why institutional ethics is needed to allow for moral behaviour.

In addition, we will discuss the "Code of Ethics & Standards of Professional Conduct" published by the Chartered Financial Analyst Institute (CFA) as an example of including ethic guidelines in the governance process in order to generate a standardized level of integrity.

Learning Goals

- Students get to know the principles of Corporate Governance and understand its im-portance for compliance within firms and in their interactions with other entities (esp. debtor and creditor/investor relationships) (LGBWL-1).
- Students know and understand typical compliance-related problems and can analyse them using agency theory (LGBWL-1).
- Students can systematically develop strategies to avoid and overcome such agency problems (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. Eberhard Schnebel
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
MAMO **English translation:** - **Specialization:** Ethics	Management by Morals	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

Business ethics has made its way into the centre of attention of today's business. Fines amounting to billions of euros and the threat of severe damages to their image lead businesses to ensure ethically and legally correct behaviour enter as part to their top management objec-tives – often called compliance, governance, or integrity.

This seminar takes the integration of business ethics into day-to-day business as connecting factor and discusses practical questions in this context. Taking moral values as the basis for corporate actions, "managing by morals" describes the attempt to carve out their functions and operating modes. Consequently, the seminar deals with a notion that is central to practical implementation, namely establishing moral value judgements. Alongside discussing organisa-tional and technical control and sanctioning mechanisms as the traditional enforcement ac-tions, we will focus on the application of insights from what is called Behavioural Business Ethics. As this seminar is set up in a practice-oriented way, we will deepen each topic's under-standing by discussing real-world examples and case studies alike.

Learning Goals

- The students will analyze business ethics problems and apply expertise to analyze business ethics dilemmas (LGBWL-1).
- The students will apply the experimental methodology in business ethics questions (LGBWL-2).
- The students will include ethical concerns in their economic decision-making processes (LGBWL-3).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Dr. Robert Schmuck (geb. Holzmann)
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
PCSR **English translation:** - **Specialization:** Ethics	New Perspectives on CSR as a Management Tool	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

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 philanthrophic 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**
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:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
SSEM **English translation:** - **Specialization:** Ethics	Strategisches Sustainability- und ESG-Management: Wirtschaftsethische Ansprüche und Umsetzungsstrategien	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The central question of the module is: How do I translate theoretical knowledge about business ethics and sustainability into a practical corporate strategy? And how do I then implement this in the company?

From a consideration of current societal developments related to sustainability and ESG aspects, a selection of business and corporate ethics perspectives, and some relevant empirical studies, we will jointly develop a condensate of theoretical and empirical insights in the module.

Building on this, we look at some typical strategic management tools, practice guides and selected case studies that can support the development of a company-specific sustainability strategy.

Special attention will be paid to the transition from a corporate philosophy or a "purpose" with social and ecological claims to a practical integration into a new or existing business model. The aim of the module is to enable participants to develop their own sustainability strategy for any given company based on theoretical insights, relevant environmental knowledge and management tools.

Learning Goals

- Students will be able to incorporate ethical, environmental, and sustainability concerns in strategic management (LGBWL-3).
- Students will be able to assume responsibility as leaders for the ethical aspects and social and environmental impacts of their actions (LGBWL-5).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02) M.Sc. in International Management (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	once per year
Duration of the Module	one semester
Lecturer(s)	Dr. Tim Philipp Bruns
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		3 h / week
TEWS **English translation:** - **Specialization:** Ethics	The Economics of the Welfare State	Elective	**Hours in Class** 3 SWS / 34 h	**Self-Study** 146 h	

Content

The welfare state is one of the most central institutions of our society. Welfare state policies essentially define our education, health care insurance and public finance system which ultimately affect our everyday lives. Unsurprisingly, the question of how to design a welfare state is a matter of intensive debate in many fields, including economics, ethics and social policy. In The Economics of the Welfare State Nicolas Barr argues that this question is actually a conflation of two different questions, a normative and a positive one: First, what is the objective of a policy? Second, by what methods are those objectives best achieved?

Instead of trying to answer both at the same time, according to Barr, we should answer them separately in a specific order: first, we have to answer the normative question, that is, what the objectives of the specific policies are that the welfare state consists of. Once we have an agreement on the first, the answer to the second question is merely a positive one: how do we achieve best, what we agreed on by answering the first question (c.f. Barr 2020, p. 4). The aim of the lecture is—following Barr's approach—to get a better understanding of both, the welfare state and the special relationship of ethics and economics it represents. We, thus, read central chapters of Nicholas Barr's book and discuss its implications for policies of redistribution, education, health care and insurance.

Learning Goals

- Students understand the theoretical framework of the welfare state and are able to analyze and evaluate real world welfare state policies (LGBWL-1).
- Students understand the intersection of the normative and positive dimension of the welfare state as a paradigm for the relationship of ethics and economics (LGBWL-1, LGBWL-3).
- Students reflect on ethical and economic criteria of evaluation and are able to implement these criteria in their decision making (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)	Philipp Hey, M. Sc.
Examination Prerequisites	
Proof of Attendance	none
Proof of Performance	none
Mode of Teaching	lectures and exercises
Language	German
Examination	**Type, Form, Duration**
Forms of Examination	A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).
Grading	In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.

Electives

Course Code:	Module Title:	Module Type	6 ECTS (total) = 180 h		2 h / week
EEMC **English translation:** - **Specialization:** Freier Bereich	English for Economists Master's Course	Elective	**Hours in Class** 2 SWS / 23 h	**Self-Study** 157 h	

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

Master's Program / Department	M.Sc. in Betriebswirtschaftslehre (FB 02)
Module Can Be Used in the Following Programs	M.Sc. in Wirtschaftspädagogik M.Sc. in Wirtschaftsinformatik
Frequency the Module Is Offered	every semester
Duration of the Module	one semester
Lecturer(s)	Joanne Glen, B.A.
Examination Prerequisites	
Proof of Attendance	yes
Proof of Performance	none
Mode of Teaching	seminar
Language	English
Examination	**Type, Form, Duration**
Forms of Examination	An oral group examination lasting about 7 minutes per participant and a 90 minute written examination. Both ex-amination performances take place at the end of the course. The third course assessment consists of a piece of term work of 1000 words which is composed about a business topic during the lecture time.
Grading	Oral examination 25%; Written examination 50%; Term work 25%