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 2019

This version: April 12, 2019

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: | IFRS |
| Module Title: | Ausgewählte Probleme der Rechnungslegung: IFRS |
| Module Type | Elective |
| 6 ECTS (total) = 180 h | |
| Hours in Class | 3 SWS / 34 h |
| Self-Study | 146 h |
| 3 h / week | |

Content

International Financial Reporting Standards (IFRS) are still highly topical. All European companies that participate in the capital markets (i.e. whose issued debt is traded on a regulated market in an EU member country) are obliged to draw up their consolidated financial statements in accordance with IFRS rules. Some firms present also a separate financial statement in accordance with IFRS. Thus this course is focused on the application of the accounting rules on the recognition of, for example, financial instruments, properties and intangibles. In addition, you will become familiar with the following topics: accounting of revenue recognition and lease transactions according to IFRS.

Learning Goals

- Students understand the importance and the frontiers of meaning of financial statements according to IFRS (LGBWL-1).
- Students will be competent in applying accounting in accordance with IAS/IFRS and analyzing information about current and future IFRS (LGBWL-2, LGBWL-3).
- Students are able to critically discuss complex accounting issues and to reveal accounting policies (LGBWL-4).

Participation Requirements

none

Recommended Prerequisites

Elective: Financial Statement and Financial Statement Analysis

Master’s Program / Department

M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs

M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered

once per year

Duration of the Module

one semester

Lecturer(s)

Prof. Dr. Michael Hommel

Examination Prerequisites

Proof of Attendance
none

Proof of Performance
none

Mode of Teaching

lectures and exercises

Language

German

Examination

Forms of Examination

Type, Form, Duration
A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
Course Code: BINN
English translation: -
Specialization: Accounting

Module Title: Banking in the New Normal - Understanding the Changes to Bank and Risk Management
Module Type: Elective

6 ECTS (total) = 180 h
Hours in Class: 3 SWS / 34 h
Self-Study: 146 h

Content
This course analyzes the current changes in the economic and regulatory environment and how it influences bank management. What are the consequences for business models, operating models, governance and organization as well as key processes and methodologies?

The course will start with a discussion of the key regulatory and economic developments. These include the new BCBS frameworks (e.g. Basel IV), the new accounting standards (e.g. IFRS 9 and 13), the heightened requirements for management oversight (e.g., new MARisk, new Senior Managers Regime), the ring fencing discussions (e.g., Vickers and Volcker Rule), the recovery and resolution plans and bail-in able debt, infrastructure requirements (EMIR, MIFID), the current economic environment and long-term trends which include digitization, low interest environment.

The course will then conclude with a discussion of the implications for bank business models/strategy, operating models, governance and organization, risk management and financial planning. The lectures will be complemented by training courses which will focus on few business cases and simulations of bank balance sheets.

Learning Goals
- Students are familiar with key elements of the regulatory environment (LGBWL-1, LGBWL-2).
- Students understand key economic developments affecting the banking sector (LGBWL-1, LGBWL-2).
- Students understand consequences for bank and risk management (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)
Dr. Erik Lüders

Examination Prerequisites
Proof of Attendance
none
Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination
Forms of Examination
A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading
In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
Course Code: BEUN
English translation: Corporate Taxation
Specialization: Accounting

Module Title: Besteuerung der Unternehmen
Module Type: Elective
6 ECTS (total) = 180 h
Hours in Class 3 SWS / 34 h
Self-Study 146 h
3 h / week

Content
This lecture deals with taxation of enterprises depending on their legal form. The lecture will deepen the knowledge on the ongoing corporate taxation and its shareholders/partners while dealing with the relevant tax laws and guidelines will be conveyed. Students will gain deeper knowledge on corporate taxation and the competence to identify relevant legal sources on individual tax-related questions. This lecture, as well as the accompanying tutorials, convey skills to identify issues in corporate taxation in a targeted manner and to develop solutions independently. Prerequisite for the comprehension of the lecture on corporate taxation is knowledge on the German income taxation and on the fundamentals of German corporate taxation.

Learning Goals
- After passing the lecture, students will be able to holistically determine and examine the main components of corporate taxation. Students will be able to understand and examine issues in relation to German income, corporate and trade tax (LGBWL-1).
- Students will have profound skills on German income taxes in terms of their theoretical necessity and their practical and economic impact. They will be able to solve theoretical and practice-oriented issues independently (LGBWL-2, LGBWL-3).
- After passing this lecture, students will be able to analyze the economic consequences of different legal forms based on profound knowledge on corporate taxation (LGBWL-2, LGBWL-3).
- Students will be able to distinguish and identify limits between tax-advantageous design and illegal violation of applicable law (LGBWL-4).
- Students will gain insight in job-related and job-relevant concepts on corporate taxation and the taxation of the company’s shareholders (LGBWL-4).

Participation Requirements
none

Recommended Prerequisites
Knowledge about German income taxation and and German corporate taxation

Master’s Program / Department
M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Hon. Prof. Dr. Tobias Taetzner

Examination Prerequisites

Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
German

Examination
Type, Form, Duration
A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading
In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
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<tr>
<th>Course Code:</th>
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<tr>
<td>English translation:</td>
<td>-</td>
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<tr>
<td>Specialization:</td>
<td>Accounting</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Empirical Accounting Research</td>
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<td>Module Type:</td>
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<td>Hours in Class</td>
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</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
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<tr>
<td>3 h / week</td>
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</table>

**Content**

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

**Learning Goals**

- Students will learn how to identify relevant literature and get an introduction into the conceptual and methodological skills required for an empirical master thesis (LGBWL-2).
- Students will critically evaluate extant research in the context of the applied methodology with regards to their specific research questions (LGBWL-2, LGBWL-3).
- Students will give formal presentations about their findings and communicate informative implications derived from their profound analysis in a theoretically advanced and critically reflexive manner (LGBWL-4).
- With regard to applied research questions in general, students will improve their understanding on the interface of theory, methodology and problem solving. This includes both, theoretical and practical relevance (LGBWL-1, LGBWL-2, LGBWL-3).

**Participation Requirements**

none

**Recommended Prerequisites**

none

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
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<td>M.Sc. in International Management (FB 02)</td>
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<table>
<thead>
<tr>
<th>Module Can Be Used in the Following Programs</th>
<th>M.Sc. in Wirtschaftspädagogik</th>
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<tr>
<td></td>
<td>M.Sc. in Wirtschaftsinformatik</td>
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<table>
<thead>
<tr>
<th>Frequency the Module Is Offered</th>
<th>irregularly</th>
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<table>
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<tr>
<th>Duration of the Module</th>
<th>one semester</th>
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<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>Prof. Dr. Martin Nienhaus</th>
</tr>
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</table>

<table>
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<tr>
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<table>
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<th>Mode of Teaching</th>
<th>lectures and exercises</th>
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<table>
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<table>
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<tr>
<th>Examination</th>
<th>Type, Form, Duration</th>
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<p>| 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. |</p>
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>SMCS</th>
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<td>Specialization:</td>
<td>Accounting</td>
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<tr>
<td>Module Title:</td>
<td>Strategy and Management Control System</td>
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<td>Module Type</td>
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<td>6 ECTS (total) = 180 h</td>
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<tr>
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<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
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</table>

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

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

### Participation Requirements
none

### Recommended Prerequisites
none

### Master's Program / Department
- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

### Module Can Be Used in the Following Programs
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

### Frequency the Module Is Offered
irregularly

### Duration of the Module
one semester

### Lecturer(s)
Prof.in. Dr. Sara Bormann

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

### Mode of Teaching
lectures and exercises

### Language
English

### Examination
**Type, Form, Duration**
A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

### Grading
In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
**Course Code:**
Pika

**Module Title:**
Prüfung internationaler Konzernabschlüsse

**Module Type:**
Elective

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

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

**3 h / week**

### Content

The 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 fourth 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**
one 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**

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Forms of Examination**

### 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:** ACRE  
**English translation:** Accounting: Accounting and Reporting  
**Specialization:** Accounting

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

**Content**

In the course ‘Accounting and Reporting’ students first get an overview of the various instruments of corporate reporting. Based on this, the numerous requirements and scope for design which exists in the view of the management and the supervisory board are discussed with regard to corporate disclosure. The main emphasis is placed on the reporting instruments of accounting: IFRS accounting, (group) management report or management commentary, (consolidated) notes, corporate governance report and the so-called ‘CSR report’ either in its form of a non-financial statement or as a separate non-financial statement report. Furthermore, the different perspectives of Stake- and Shareholders are taken over, whereby in-depth questions on the annual report (annual and consolidated financial statements according to HGB and IFRS) will be in the foreground. In this context, the advantages and disadvantages of different valuation methods are discussed as well as the special features of value-oriented corporate reporting (value driver analysis, financial and non-financial performance indicators as well as the opportunity and risk report).

**Learning Goals**

- After completing this course, the students should have understood the meaning and purpose and instruments of value-oriented corporate reporting in accordance with HGB and IFRS from an economic point of view. In addition they should understand the background and consequences of the internationalization of accounting (LGBWL-1).
- Students gain practical and job-relevant knowledge about corporate reporting as well as detailed knowledge of IFRS accounting and valuation methods (LGBWL-1).
- Students will broaden their conceptual and methodological competences in the field of corporate reporting and gain detailed knowledge in terms of reporting of key items in the balance sheet, the income statement, the notes, the management report and the non-financial report as well as the valuation standards to be applied in accordance with IFRS. Furthermore, students are able to apply the learned accounting and valuation methods to case studies. As a result they are able to assess the quality of corporate reporting according to IFRS in the individual and consolidated financial statements as well as in the group management report and furthermore they can discuss controversial questions (LGBWL-2, LGBWL-3, LGBWL-4).
- Students are given insight into the analysis of the information content of accounting and reporting, taking into account the disclosure requirements in the annual financial statements and the management report and become familiar with the effects of the accounting and valuation methods learned in the financial statement analysis. In addition, students acquire content-related and methodological competences with regard to elementary company evaluation models (LGBWL-1, 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. Hans-Joachim Böcking

**Examination Prerequisites**

Proof of Attendance

none

Proof of Performance

none

**Mode of Teaching**

- lectures and exercises

**Language**

- German

**Examination**

**Type, Form, Duration**

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
<table>
<thead>
<tr>
<th>Course Code: CGAA</th>
<th>Module Title: Corporate Governance and Auditing</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class 3 SWS / 34 h</th>
<th>Self-Study 146 h</th>
<th>3 h / week</th>
</tr>
</thead>
</table>

**Content**

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

**Learning Goals**

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

**Participation Requirements**

none

**Recommended Prerequisites**

Basic knowledge in accounting

**Master's Program / Department**

M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Hans-Joachim Böcking

**Examination Prerequisites**

Proof of Attendance none
Proof of Performance none

**Mode of Teaching**

lectures and exercises

**Language**

German

**Examination**

Type, Form, Duration

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
### Course Code:
BOE1:S19

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

**Specialization:** Accounting

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
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</thead>
<tbody>
<tr>
<td>BOE1:S19</td>
<td>Ausgewählte Fragen zum Financial Reporting und zur Corporate Governance</td>
<td>Seminar</td>
<td>2 h / week</td>
</tr>
</tbody>
</table>

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

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**Content**

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

**Learning Goals**

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

**Participation Requirements**

none

**Recommended Prerequisites**

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

**Master’s Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Hans-Joachim Böcking

**Examination Prerequisites**

Proof of Attendance yes

Proof of Performance none

**Mode of Teaching**

seminar

**Language**

German

**Examination**

**Type, Form, Duration**

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

**Grading**

Normally based on 60% of the term work performance and 40% of the presentation performance
<table>
<thead>
<tr>
<th>Course Code: BOE2:S19</th>
<th>Module Title: Ausgewählte Fragen zur Corporate Governance und Abschlussprüfung</th>
<th>Module Type: Seminar</th>
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<td>Hours in Class</td>
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<tr>
<td></td>
<td>2 SWS / 23 h</td>
<td>157 h</td>
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</tr>
<tr>
<td></td>
<td>2 h / week</td>
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### Content

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

### Learning Goals

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

### Participation Requirements

- none

### Recommended Prerequisites

- Electives "Corporate Governance and Auditing" (CGAA) or "Unternehmensberichterstattung: Accounting and Reporting" (ACRE)

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
<th>Module Can Be Used in the Following Programs</th>
<th>Frequency the Module Is Offered</th>
<th>Duration of the Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.Sc. in Betriebswirtschaftslehre (FB 02)</td>
<td>M.Sc. in Wirtschaftspädagogik</td>
<td>once per year</td>
<td>one semester</td>
</tr>
<tr>
<td>M.Sc. in International Management (FB 02)</td>
<td>M.Sc. in Wirtschaftsinformatik</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>Examination Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Hans-Joachim Böcking</td>
<td>Proof of Attendance: yes, Proof of Performance: none</td>
</tr>
</tbody>
</table>

### Examination Prerequisites

- Mode of Teaching: seminar
- Language: German

### Examination

- **Type, Form, Duration**
  - Term work (about 20 pages) and a presentation (20 minutes).
- **Grading**
  - Normally based on 60% of the term work performance and 40% of the presentation performance
Course Code: ROH2:S19
English translation: -
Specialization: Accounting

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title: Economics of Accounting</th>
<th>Module Type: Seminar</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
</tr>
</thead>
</table>

| Content       | Discussion and critical assessment of concepts related to the economics of accounting, for instance the decision-facilitating and decision-influencing role of accounting information. |
| Learning Goals| - Students learn to analyze theoretical and empirical research questions and problem sets related to the economics of accounting (LGBWL-1).  
- Students develop methodological competencies and learn how to present research papers (LGBWL-2, LGBWL-4). |
| Participation Requirements | none |
| Recommended Prerequisites | none |
| Master's Program / Department | M.Sc. in Betriebswirtschaftslehre (FB 02)  
M.Sc. in International Management (FB 02) |
| Module Can Be Used in the Following Programs | M.Sc. in 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: yes  
- Proof of Performance: none  

Mode of Teaching: seminar

Language: English

Examination
- Type, Form, Duration: Term work (about 20 pages) and a presentation (20 minutes).
- Grading: Normally based on 60% of the term work performance and 40% of the presentation performance
**Course Code:** ROH1:S19  
**English translation:** -  
**Specialization:** Accounting  

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected Problems in Management Accounting Research</td>
<td>Hours in Class</td>
<td>Self-Study</td>
</tr>
<tr>
<td>Seminar</td>
<td>2 SWS / 23 h</td>
<td>157 h</td>
</tr>
</tbody>
</table>

### Content

Discussion and critical assessment of current research topics in the field of management accounting, for example related to incentive systems, performance measurement, task assignment, relevant costs for decision-making, cost accounting systems, etc.

### Learning Goals

- Students learn to analyze theoretical and empirical research questions and problem sets in management accounting (LGBWL-1).
- Students develop methodological competencies and learn how to present research papers (LGBWL-2, LGBWL-4).

### 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. Anna Rohlfing-Bastian

### Examination Prerequisites

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

### Mode of Teaching

seminar

### Language

English

### Examination

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

### Grading

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

Course Code: ABFI
English translation: -
Specialization: Finance

Module Title: Advanced Behavioral Finance
Module Type: Elective

6 ECTS (total) = 180 h
Hours in Class: 3 SWS / 34 h
Self-Study: 146 h
3 h / week

Content
There is ample evidence that the assumption that agents always make rational decisions in financial markets does not accurately describe what is observed in reality. The research field of Behavioral Finance analyzes how systematic deviations from rational behavior affect individual investor's decision making as well as aggregate capital market outcomes. The course starts with an introduction to the most important biases in financial decision making. Then, typical patterns in buying and selling decisions of investors as well as long-term investment decisions like saving for retirement are discussed. In the second part of the course, the influence of these heuristics and biases on aggregate market outcomes is analyzed. In this context, different types of market efficiency and the concept of "limits-to-arbitrage" are discussed. Subsequently, the most prominent return predictabilities in the cross-section of stocks returns and their potential behavioral explanations are introduced. The course concludes with an outlook on behavioral corporate finance.

Learning Goals
• Students will learn important heuristics and biases in individual decision making and their impact on aggregate market outcomes (LGMMF-2).
• Students will discuss how to take into account these biases when making financial decisions and how to reduce their potential negative consequences (LGBWL-1).
• Students will analyze latest research in behavioral finance and learn how to apply these research approaches to economic problems (LGBWL-2; LGMMF-3, LGMMF-4).
• Students will discuss selected empirical findings which can hardly be explained in a rational theoretical framework of financial markets. They will learn alternative behavioral explanations for these phenomena (LGMMF-3).

Participation Requirements
none

Recommended Prerequisites
An introductory general course in finance and/or one on investments/asset pricing is recommended.

Master’s Program / Department
M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
M.Sc. in Money and Finance
M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Prof. Dr. Alexander Hillert

Examination Prerequisites
Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination
Type, Form, Duration
A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

Grading
In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
**Course Code:** ACOF  
**English translation:** -  
**Specialization:** Finance

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

### Content

This is an elective (specialization) course, which fits into 2nd year Master program. It requires some fundamentals of financial markets, products and institutions, as covered in basic and intermediate finance classes like Finanzen 1, 2, and 3 in the Bachelor program, or in the Corporate Finance and Capital Markets Core Courses (Master program). Content-wise, the lecture provides a Master-level treatment of important corporate finance issues. The headlight is on equity, debt, and financial strategy.

### Learning Goals

- Students learn how theoretical and empirical findings can improve financial management of a firm (LGBWL-1, LGBWL-2, LGMMF-1, LGMMF-3).
- Students understand the concept of value based management and its application in the decision making process in Corporate Finance (LGBWL-1, LGBWL-2, LGMMF-1, LGMMF-2, LGMMF-3).
- What are the conflicts of interest between investors and management of a firm, and how they can be addressed and mitigated, and mechanisms of corporate control and their influence on a firm's financial policy (LGBWL-1, LGBWL-2, LGMMF-1, LGMMF-2, 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. Jan Pieter Krahnen

### Examination Prerequisites

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

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

#### Forms of Examination

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

#### Grading

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
**Course Code:** INVP  
**English translation:**  
**Specialization:** Finance

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Investment and Pension Finance</td>
<td>Elective</td>
<td>Hours in Class&lt;br&gt;3 SWS / 34 h</td>
<td>Self-Study&lt;br&gt;146 h</td>
</tr>
</tbody>
</table>

**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 annuities. 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, Dr. Barbara Karschützke

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**Forms of Examination**

Type, Form, Duration  
A 90 minute written examination or 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 Catalogue M.Sc. BWL, Int. Mgmt.

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

Content

The goals of the ALMI lecture are to understand asset and liability management strategies used in insurance companies, and to understand the new Solvency II insurance regulatory rules. The contents of the ALMI lecture are separated into three categories: Liability Management, Asset Management, and Asset Liability Management and Solvency II. The first part – Liability Management – focuses on topics such as risk pooling, insurance pricing, estimation of reserves, risk sharing, reinsurance, alternative risk transfer, and capital management. Students are supposed to understand the sources of risks in insurance companies, and to learn techniques to measure and limit these risks.

For the Asset Management part, the lecture applies classic pricing methods as well as performance measurements to the insurance context. Specifically, in this part students are expected to practice knowledge such as Markowitz Diversification, CAPM, Performance Measurements, and Dynamic Financial Analysis. In addition, the second part offers insights into the regulatory framework for insurers’ investment policies.

The last 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 further equip students with methodologies, such as simultaneous and classic modeling based on the Markowitz approach. Furthermore, policyholders’ reactions on the default risks of insurers are also incorporated as one of the topics. We also discuss the envisaged 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 asset management strategies used in insurance companies (LGBWL-1, LGMMF-3).
- Students understand integrated risk management in insurance companies, especially 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

Forms of Examination

Type, Form, Duration

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

Grading

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
Course Code: BINN

English translation: -

Specialization: Finance

Module Title: Banking in the New Normal - Understanding the Changes to Bank and Risk Management

Module Type: Elective

6 ECTS (total) = 180 h

Hours in Class
3 SWS / 34 h

Self-Study
146 h

3 h / week

Content

This course analyzes the current changes in the economic and regulatory environment and how it influences bank management. What are the consequences for business models, operating models, governance and organization as well as key processes and methodologies?

The course will start with a discussion of the key regulatory and economic developments. These include the new BCBS frameworks (e.g. Basel IV), the new accounting standards (e.g. IFRS 9 and 13), the heightened requirements for management oversight (e.g., new MARisk, new Senior Managers Regime), the ring fencing discussions (e.g., Vickers and Volcker Rule), the recovery and resolution plans and bail-in able debt, infrastructure requirements (EMIR, MIFID), the current economic environment and long-term trends which include digitization, low interest environment.

The course will then conclude with a discussion of the implications for bank business models/strategy, operating models, governance and organization, risk management and financial planning. The lectures will be complemented by training courses which will focus on few business cases and simulations of bank balance sheets.

Learning Goals

- Students are familiar with key elements of the regulatory environment (LGBWL-1, LGBWL-2).
- Students understand key economic developments affecting the banking sector (LGBWL-1, LGBWL-2).
- Students understand consequences for bank and risk management (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)
- Dr. Erik Lüders

Examination Prerequisites

Proof of Attendance
- none

Proof of Performance
- none

Mode of Teaching
- lectures and exercises

Language
- English

Examination

Type, Form, Duration
- A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading
- In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
Course Code: CRRI

English translation: -

Specialization: Finance

Module Title: Credit Risk

Module Type: Elective

6 ECTS (total) = 180 h

3 h / week

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

none

Master’s Program / Department
M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
M.Sc. in Money and Finance
M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Prof. Dr. Holger Kraft

Examination Prerequisites

Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination

Type, Form, Duration
A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

Grading
In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
Course Code: DER2
English translation: -
Specialization: Finance

Module Title: Derivatives 2
Module Type: Elective
6 ECTS (total) = 180 h
Hours in Class
3 SWS / 34 h
Self-Study
146 h

3 h / week

Content
In this course we will discuss the valuation of derivative securities using models in continuous time. We start with a discussion of some stochastic processes and tools in stochastic analysis that are important for the valuation of options. We then derive the fundamental partial differential equation and treat the martingale based approach to pricing derivatives. The most relevant special case is the model of Black and Scholes for which we are able to derive the famous valuation formula for options based on the theory treated before. We then discuss dynamic hedging of options and the concept of implied volatility. The latter motivates the treatment of alternative models including jumps and stochastic volatility. Afterwards, we briefly discuss numerical methods which enable the valuation of exotic options. At the end of the course, we outline one or two advanced topics that draw on the content covered before.

Students will first receive an overview of the most important types of stochastic processes relevant for the valuation of derivative securities. The focus here is on the mathematical and statistical tools needed for the analysis of continuous-time models, most of all on Itô’s lemma. The first application of these methods is martingale-based pricing. The most relevant special case of continuous-time models is the Black-Scholes model, for which an explicit option pricing equation is derived on the basis of the techniques discussed earlier. Within the Black-Scholes model the issue of dynamic hedging will be discussed next. The concept of implied volatility then leads over to the discussion of alternative models featuring jumps or stochastic volatility. The next topic is simulation, with the help of which students will be able to price also exotic derivatives.

Learning Goals
- Students are able to reproduce the key steps in the valuation of derivative securities in continuous-time models (LGWL-1, LGMMF-3).
- Students acquire detailed knowledge about the fundamental mathematical concepts underlying the valuation (LGWL-2, LGMMF-4).
- Students are able to extract information about the underlying model from market data (LGWL-2, LGMMF-4).
- Students receive job-market relevant insights into the valuation and application of different type of derivative securities in trading, risk management, and corporate finance (LGWL-5, LGMMF-1).

Participation Requirements
none

Recommended Prerequisites

Master’s Program / Department
- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
- M.Sc. in Money and Finance
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Prof. Dr. Christian Schlag

Examination Prerequisites

Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination

Forms of Examination
Type, Form, Duration
A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

Grading
In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
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<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
<tr>
<td>Module Title:</td>
<td>Hedge Funds and Alternative Investments</td>
</tr>
<tr>
<td>Module Type:</td>
<td>Elective</td>
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<td>6 ECTS (total)</td>
<td>180 h</td>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
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<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

The course will analyse hedge fund strategies and introduce financial instruments necessary to implement these strategies along the way. The goal is to make students familiar with different types of strategies and to understand the economic origins of short- or long-term return predictability. Topics include: Intro to hedge funds, Carry, Momentum, and Value, Fixed income arbitrage, Macro strategies, Asset allocation decisions, Smart Beta.

**Learning Goals**

- Students will acquire detailed knowledge of how to analyze, implement and evaluate benchmark investment strategies (LGBWL-1, LGBWL-2).
- Students will learn to employ state of the art methods to manage and understand different types of risk in these strategies (LGBWL-1, LGBWL-2).

**Participation Requirements**

none

**Recommended Prerequisites**

none

**Master’s Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Money and Finance
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Maik Schmeling

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**Type, Form, Duration**

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

**Grading**

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
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<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
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<tr>
<td>Specialization:</td>
<td>Finance</td>
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<table>
<thead>
<tr>
<th>Module Title:</th>
<th>Insurance and Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Type:</td>
<td>Elective</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
</tr>
</tbody>
</table>

**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, LIGIEP-2, LIGIEP-3).
- Students will understand the key concepts and mathematical tools of insurance, such as adverse selection, moral hazard, the law of large numbers, etc. (LGBWL-1, LGBWL-2, LGMMF-3, LGMMF-4, LIGIEP-3, LIGIEP-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, LIGIEP-3, LIGIEP-4).
- Students will understand the key elements of insurance regulation and supervision in Germany and Europe (LGBWL-1, LGMMF-4, LIGIEP-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)**

Dr. Christian Thimann

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**Forms of Examination**

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

**Grading**

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
Corporate managers and their professional advisors must be familiar with major corporate restructuring transactions. These include mergers & acquisitions (M&A), but also sell-offs, spin-offs, equity carve-outs, share repurchases, and leveraged recapitalizations among others. This interdisciplinary course draws from finance, economics, law, accounting and strategy to build a framework for understanding these transactions. The course takes seriously the often-conflicting goals of key players - directors, managers, stockholders, creditors, and employees - each trying to maximize their own interests subject to various behavioral, legal, and market constraints. The course begins with an examination of the structure and governance of the public corporation. The conflicts of interest between corporate managers and stockholders, which are often key issues in M&A transactions, are identified and the market forces and legal rules that help to resolve these conflicts are discussed.

The course also provides practical training in the various valuation techniques that real-world managers and professional advisors use to evaluate restructuring transactions. Students are expected to use these techniques to analyze the restructuring transactions under discussion. At the same time, the course deals straightforwardly with the limits of these techniques. Next, the course covers the theoretical rationales for each of the various restructuring transactions. The available empirical evidence is examined to help sort out which motivations are most important and to shed light on how the transactions impact the welfare of managers, stockholders and other corporate stakeholders.

Students completing the course successfully should be well positioned to better understand and take part in major corporate restructuring efforts, without falling prey to “black-box” analytical arguments that often hide the complexity and uncertainty of the restructuring landscape.

Learning Goals

- Students would be familiar with the complexity and uncertainty of the corporate restructuring landscape (LGBWL-1).
- Students would be able to apply techniques to analyze restructuring transactions and to structure M&A processes (LGBWL-2, LGBWL-4).
- Students would be able to efficiently structure and communicate the M&A projects in both written and oral forms to audiences from academia, government and business (LGMMF-1).

Participation Requirements

none

Recommended Prerequisites

none

Master’s Program / Department

M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs

M.Sc. in Money and Finance
M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered

irregularly

Duration of the Module

one semester

Lecturer(s)

Prof. Dr. Mark Wahrenburg

Examination Prerequisites

Proof of Attendance

none

Proof of Performance

none

Mode of Teaching

lectures and exercises

Language

English

Examination

Type, Form, Duration

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

Grading

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
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 and self-equilibrating market. Market microstructure is the study of the process and outcomes of exchanging assets under explicit trading rules. Two key concepts of real-world markets – liquidity and price discovery – are central to understand the impact of these rules on the behavior of institutional investors, broker-dealers, and other market participants. Recent developments in financial markets brought about by technological advancements and regulatory initiatives (such as MiFID in the EU) have led to far-reaching changes in the structure of secondary markets. Examples of such changes include the advent of algorithmic and high-frequency trading, increased market segmentation and popularity of alternative trading venues such as dark pools.

This course provides an intermediate level treatment of several issues involved in understanding the microstructure of modern financial markets. The course is important if you are (or aim to work for) a trader, broker, hedge fund, asset manager, exchange operator, or market supervisor.

Learning Goals

- Students understand the functions of asset markets and the role of market structure in fulfilling these functions (LGBWL-1).
- Students examine the institutional settings (trading mechanics and market structure) in which most securities are traded and how they interact with investors’ trading decisions (LGBWL-1, LGBWL-2, LGMMF-3).
- Students understand the relationship between order flow and liquidity, the role of adverse selection and intermediaries’ inventories in trading, and the role of trade size and market depth (LGBWL-1, LGBWL-2, LGMMF-3).
- Students measure liquidity in different securities markets and quantitatively evaluate brokers’ best execution obligations (LGBWL-1, LGBWL-2, LGMMF-1, LGMMF-3).
- Students understand issues in market design and evaluate the impact of regulatory and policy decisions (LGBWL-1, LGBWL-2, LGMMF-1, LGMMF-3).
- Students understand the relationship between market microstructure and other areas of finance such as asset management, asset pricing, and corporate finance (LGBWL-1, LGMMF-3).

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. Satchit Sagade

Examination Prerequisites

Proof of Attendance

none

Proof of Performance

none

Mode of Teaching

lectures and exercises

Language

English

Examination

Forms of Examination

Type, Form, Duration

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.
<table>
<thead>
<tr>
<th>Grading</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
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</tbody>
</table>
Course Code: QMFT

**English translation:**

- **Specialization:** Finance

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

**Content**

The course discusses recent advances in macroeconomics research that incorporates financial market imperfections and explicit financial sectors in dynamic macro models. It is intended for masters students with an interest in finance, macroeconomics and monetary policy.

**Learning Goals**

- Students will acquire competence in analyzing business cycles and in understanding their relevance for aggregate market outcomes (LGBWL-1).
- Students will discuss current research concerning the interplay between financial markets and institutions on the one side and the real economy on the other and learn how to apply insights from this research when quantitatively analyzing macroeconomic problems (LGBWL-2; LGMMF-3, LGMMF-4, LGMSQ-1).
- Students will independently implement advanced quantitative methods to solve new problems and discuss the associated results (LGMMF-4, LGMSQ-2, LGMSQ-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. Ph.D. Joao F. Gomes

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**Forms of Examination**

- A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

**Grading**

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
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<tr>
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<td>English translation:</td>
<td>-</td>
</tr>
<tr>
<td>Specialization:</td>
<td>Finance</td>
</tr>
</tbody>
</table>

**Module Title:** Real Estate Finance and Economics  
**Module Type:** Elective  
**6 ECTS (total) = 180 h**  
**Hours in Class:**  
3 SWS / 34 h  
**Self-Study:** 146 h  
**3 h / week**

### Content

The course introduces students to the fundamentals of real estate markets and provides concepts and techniques for analyzing financial decisions in real estate development and investment. We study the economic forces driving housing and mortgage markets, and their interactions with the wider macro economy. The class starts with an analysis of house price movements. An overview over real estate liabilities, real estate investments and real estate risks will be provided. We consider real estate property development and (pricing of) mortgage liabilities, with focus on residential properties. The course may be supplemented with E-learning components.

### Learning Goals

- Students will have a broad understanding of the real estate market (LGBWL-1).
- Students will be capable of evaluating house price movements in the context of financial markets (LGMMF-3, LGBWL-2).
- Students will be familiar with valuation techniques to analyze residential real estate and property development (LGMMF-3).
- Students will be familiar with issues arising from different approaches of measuring house prices and will perform a number of empirical valuation analyses using real-world data (LGBWL-2, 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)

- Johannes Strobel

### Examination Prerequisites

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

### Mode of Teaching

- lectures and exercises

### Language

- English

### Examination

**Type, Form, Duration**

A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

**Grading**

In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
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<td>Finance</td>
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<tr>
<td>Specialization:</td>
<td>Finance</td>
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<tr>
<td>Module Title:</td>
<td>The Micro- and Macroeconomic Role of Insurance Companies</td>
</tr>
<tr>
<td>Module Type:</td>
<td>Elective</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td>3 h / week</td>
</tr>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**Content**

Insurance companies play a vital role: for individuals that seek to decrease uncertainty of wealth, for businesses that want to manage business risk, for the real economy by providing funds and pooling risks, and for the financial market by being important counterparties in numerous financial transactions. In this course we will shed light on these different roles of insurance companies. We will compare the implications for different stakeholders and (insurance) markets in general.

In the first part of the course, we will provide the basics for understanding the different roles of insurance companies, that include the microeconomics of insurance demand and information asymmetries in insurance markets, the specifics of life insurance and its regulation, the relation between economic growth and insurance penetration, the behavior of insurers as asset investors, and the relation between financial crises and insurance companies. In the second part of the course, participants will present research papers that examine specific details about these different roles of insurance companies.

**Learning Goals**

- Students are familiar with the most topical issues in the research area of Insurance, the underlying economic theories, and empirical evidence (LGBWL-1, LGMMF-3, LGIEEP-3).
- 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 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**

- none

**Mode of Teaching**

- lectures and exercises

**Language**

- English

**Examination Type, Form, Duration**

- A 90 minute written examination or term work (about 25 pages) or a 60 minute written examination and 3 to 5 written compositions each of about 2 pages.

**Grading**

- In as far as the module examination only consists of a 60 minute written examination and written compositions, establishment of the module grade is normally based on 10% of the written compositions and the rest on the written examination performance.
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
<tr>
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<tr>
<td>Specialization:</td>
<td>Finance</td>
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<tr>
<td>Module Title:</td>
<td>Algorithmic and High Frequency Trading</td>
</tr>
<tr>
<td>Module Type</td>
<td>Project Seminar</td>
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<tr>
<td>12 ECTS (total)</td>
<td>360 h</td>
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<tr>
<td>Hours in Class</td>
<td>6 SWS / 68 h</td>
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<tr>
<td>Self-Study</td>
<td>292 h</td>
</tr>
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<td>6 h / week</td>
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</table>

**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 adaptations as well as investments into technology. In this seminar, students develop, implement, test and document such trading strategies. They are required to write scientific articles which document their implementation. At the end of the seminar they have to present their results and findings during a block seminar.

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**

1. 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).
2. 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).
3. 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).
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

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M.Sc. in International Management (FB 02)</td>
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<table>
<thead>
<tr>
<th>Module Can Be Used in the Following Programs</th>
<th>M.Sc. in Wirtschaftspädagogik</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M.Sc. in Wirtschaftsinformatik</td>
</tr>
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</table>

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Peter Gomber

**Examination Prerequisites**

<table>
<thead>
<tr>
<th>Proof of Attendance</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Proof of Performance</td>
<td>none</td>
</tr>
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</table>

**Mode of Teaching**

project seminar

**Language**

German

**Examination**

**Type, Form, Duration**

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

**Grading**

Establishment of the module grade is based on the arithmetic average of the grades of the partial performances.
**Course Code:** SCT1:S19  
**English translation:** -  
**Specialization:** Finance  

**Module Title:** Advanced Financial Systems  
**Module Type** Seminar  
**6 ECTS (total) = 180 h**  
**Hours in Class**  
2 SWS / 23 h  
**Self-Study**  
157 h  
**2 h / week**

### Content

The goal of this seminar course on "Financial systems" in the summer semester 2019 is to make students aware of – and able to deal with - the specific problems encountered in a subfield of international finance, namely the analysis of internationally operating banks and other financial institutions, comparative financial systems of industrialized countries and finance in developing, emerging and transition countries.

In addition to the substance, students should learn and practice reading and summarizing relevant research studies and to assess their merits, drawing practice- and policy-relevant conclusions from these studies, expressing their views in discussions, presentations and in writing a paper and cooperating with their peers, and seeing the ethical dimension of international finance issues.

### Learning Goals

### 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

once per year

### Duration of the Module

one semester

### Lecturer(s)

Prof. Dr. Reinhard H. Schmidt

### Examination Prerequisites

<table>
<thead>
<tr>
<th>Proof of Attendance</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Proof of Performance</td>
<td>none</td>
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</table>

### Mode of Teaching

seminar

### Language

English

### Examination

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

Normally based on 60% of the term work performance and 40% of the presentation performance
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<th>Course Code:</th>
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<td>Specialization:</td>
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<td>Module Title:</td>
<td>Asset Management</td>
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<td>Module Type:</td>
<td>Seminar</td>
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<td>6 ECTS (total) = 180 h</td>
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</tr>
<tr>
<td>Hours in Class</td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>157 h</td>
</tr>
<tr>
<td>2 h / week</td>
<td></td>
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</tbody>
</table>

### 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

**Forms of Examination**

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

**Grading**

- Normally based on 60% of the term work performance and 40% of the presentation performance
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>GOM2:S19</th>
<th>Module Title:</th>
<th>Digitale Assets und FinTech-Plattformen: Chancen und Herausforderungen</th>
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<tbody>
<tr>
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<td>Seminar</td>
<td>6 ECTS (total) = 180 h</td>
<td>Hours in Class 2 h / 23 h</td>
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<tr>
<td>2 h / week</td>
<td>Self-Study 157 h</td>
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</table>

### Content

To assess the quality of marketplaces, there are a variety of concepts, such as liquidity, efficiency or integrity, which are operationalized using different valuation and measurement methods. For example, market integrity is defined by financial markets through legislative regulations and regulators ensure that compliance is achieved. At European level, the integrity of financial markets is ensured through the Market Abuse Regulation (Regulation No 596/2014). While the assessment of market quality does not address a novel problem area, the digitization of the financial sector leads to new developments against the background of the question of the appropriate assessment of market quality. So the digitization of the financial industry leads to the emergence of new financial platforms (FinTech platforms), such as social trading platforms, trading venues for cryptocurrencies, crowdfunding platforms, and new digital assets or financial products (digital assets, such as ICOs). In contrast to traditional financial platforms, no or only a few criteria for market quality are defined for these FinTech platforms or digital assets. Therefore, the aim of this seminar is to analyze FinTech platforms and digital assets in terms of opportunities and challenges. A special focus is on the topic of market quality. For example, students should define dimensions of market integrity relevant to these financial platforms on the basis of existing research results, which can also be tested empirically. Students work on these topics in small groups together with students of the University of Göttingen.

### Learning Goals

- In the seminar, students will use advanced methods, e.g. from the field of data science, such as Machine Learning. Furthermore, students will acquire new methodological knowledge (LGBWL-2).
- The presentation of students’ research contributions followed by a panel discussion will enable our students to move appropriately in a professional environment (LGBWL-4).
- By creating the research contributions in teams, our students acquire knowledge in the area of responsible 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

seminar

### Language

German

### Examination

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

<p>| Grading              | Normally based on 60% of the term work performance and 40% of the presentation performance |</p>
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCL1:S19</td>
<td>Empirical Asset Pricing</td>
<td>Seminar</td>
<td>Hours in Class</td>
<td>Self-Study</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2 SWS / 23 h</td>
<td>157 h</td>
</tr>
</tbody>
</table>

**Content**

The seminar deals with recent developments in empirical asset pricing. 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 able to use appropriate ways of communication and negotiation in a professional environment (LGBWL-4).

**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. Christian Schlag

**Examination Prerequisites**

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

**Mode of Teaching**

seminar

**Language**

English

**Examination**

**Type, Form, Duration**

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

**Forms of Examination**

Grading

Normally based on 60% of the term work performance and 40% of the presentation performance
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 excursion 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 efficient implementation, allowing for responsible entrepreneurial action and sustainability (LGBWL-5, LGBWL-1, LGBWL-3).
**Course Code:** VIE1:S19  
**English translation:** -  
**Specialization:** Finance

<table>
<thead>
<tr>
<th>Course Code: VIE1:S19</th>
<th>Module Title: Financial Instruments: Stocks, Bonds, Derivatives and Hedge Funds</th>
<th>Module Type: Seminar</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hours in Class</td>
<td>Self-Study</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 SWS / 23 h</td>
<td>157 h</td>
<td></td>
</tr>
</tbody>
</table>

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

- **Grading**
  - Normally based on 60% of the term work performance and 40% of the presentation performance
<table>
<thead>
<tr>
<th>Course Code: HAK1:S19</th>
<th>Module Title: Personal Finance</th>
<th>Module Type: Seminar</th>
<th>6 ECTS (total) = 180 h</th>
<th>2 h / week</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Hours in Class: 2 SWS / 23 h</td>
<td>Self-Study: 157 h</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

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

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

**Learning Goals**

- Students are familiar with the most topical issues in the research area of Personal Finance, the underlying economic theories, and empirical evidence (LGBWL-1).
- Students are able to make themselves familiar with a topic by reviewing top grade published contributions to the relevant literature, to critically assess existing research, to put research results into perspective, and, finally, to draw their own conclusions (LGBWL-1, LGIEEP-3, LGMMF-3).
- Students are able to communicate results of their work clearly and comprehensively in both written and oral form (LGBWL-4, LGMMF-1, LGIEEP-1).
- Students are able to discuss contents presented by others in a constructive way (LGBWL-4, LGMMF-1, LGIEEP-1).

**Participation Requirements**

none

**Recommended Prerequisites**

none

**Master's Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Money and Finance
- M.Sc. in International Economics and Economic Policy
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

every semester

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Andreas Hackethal

**Examination Prerequisites**

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

**Mode of Teaching**

seminar

**Language**

English

**Examination**

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

**Forms of Examination**

- Normally based on 60% of the term work performance and 40% of the presentation performance.
### Course Code:
DNN1:S19

### English translation:
- Sustainable Banking
- Finance

### Module Title:
Sustainable Banking

### Module Type:
Seminar

### 6 ECTS (total) = 180 h

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

| 2 h / week |

### Content
The last financial crisis resulted in an unprecedented liquidity shock on banks in the U.S. and abroad. Banks are known as the main credit providers to firms and households, so a well functioning banking system is central to the real economic activity. Therefore, to stabilize the banking system, many governments around the world responded to the crisis with conventional and unconventional monetary policies. In addition, the Basel Committee on Banking Supervision introduced Basel III as a set of precautionary measures that is imposed on banks to protect the economy from financial crises similar to the last one. The objective of this seminar is to analyze the banking system before and after the financial crisis with a focus on financial regulation and sustainability.

### Learning Goals
- Students develop specialized knowledge in understanding and analyzing advanced problems arising in the banking literature with a focus on sustainability and financial regulation (LGBWL-1).
- 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
none

### Master's Program / Department
- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

### Module Can Be Used in the Following Programs
- M.Sc. in Money and Finance
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

### Frequency the Module Is Offered
once per year

### Duration of the Module
one semester

### Lecturer(s)
Jun.-Prof. Dr. Özlem Dursin-de Neef

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

### Mode of Teaching
- seminar

### Language
- English

### Examination

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

#### Forms of Examination

#### Grading
- Normally based on 60% of the term work performance and 40% of the presentation performance
### Information Management

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>Module Title:</th>
<th>Module Type</th>
<th>6 ECTS (total) = 180 h</th>
<th>4 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>EIT2</td>
<td>Einführung in die Texttechnologie II</td>
<td>Elective (Import)</td>
<td>4 SWS / 46 h</td>
<td></td>
</tr>
</tbody>
</table>

#### Content

The lecture carries on from Introduction to Text Technology I with its focus on written language. On the one hand it handles the basic terms, methods and tasks of modelling the spoken language. On the other hand it discusses multimedia documents and hypertexts which are the basis of web-based communication. Therefore the lecture imparts semiotic bases for computer-based description of characters used for written and oral communication. It imparts knowledge about text-technological standards and processes for representation and analysis of multimedia and multi-modal documents which are produced or received over a number of input and output channels. In doing so formats for text-technological distinction of multimedia and multi-modal characters stand in the foreground.

The application focus of the lecture is formed by questions in computing in the humanities. This concerns amongst other things the distinction, segmentation and processing of multimedia documents in disciplines such as the science of history, the history of art, literary studies or the individual philologies. As already done in the lecture Introduction to Text Technology I, the theoretical concepts of the course are demonstrated on the basis of practical examples and concrete systems (such as the eHumanities desktop).

#### Learning Goals

- After completing this course, students have the competence to trace business processes using appropriate data sets and to analyze them using methods of natural language processing (LGBWL-1).
- The students are able to transfer AI-based procedures to areas of business administration, to apply them and to visualize the results in the sense of problem solving (LGBWL-2).

#### Participation Requirements

- none

#### Recommended Prerequisites

- Linguistics, semiotics, logic, graph theory, databases.

#### Master’s Program / Department

- M.Sc. in Wirtschaftsinformatik (FB 12)
- M.Sc. in Betriebswirtschaftslehre

#### Module Can Be Used in the Following Programs

- M.Sc. in Wirtschaftsinformatik (FB 12)
- 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: none
- Proof of Performance: none

#### Mode of Teaching

- lectures and exercises

#### Language

- German

#### Examination

- **Type, Form, Duration**
  - An oral examination or a 120 minute written examination will take place depending on the number of participants.
### Course Code:
ISDS

### English translation:
-  

### Specialization:
Information Management

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>ISDS</th>
<th>Information Systems and Digital Strategy</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class: 3 SWS / 34 h</th>
<th>Self-Study: 146 h</th>
<th>3 h / week</th>
</tr>
</thead>
</table>

#### Content
The course deals with the adoption and strategic use of IS in the context of the digital economy. Students learn how new systems and services emerge in a competitive environment and how companies use them in a strategic manner to establish successful business models. In that context, the course deals with digital transformation, standardization and governance, as well as regulation of technology driven markets. Furthermore, students will learn about basic models of Information Systems Research dealing with the acceptance and use of information systems. The course comprises the views of users, businesses, and public and private organizations that interact with each other on technology markets. Topics include IT innovation, IT adoption and continuance, managerial economics, digital strategy (pricing strategy, product differentiation, compatibility & standardization), digital transformation and others. The course has a quantitative interdisciplinary focus and combines an information systems and economic perspective on the topic.

#### Learning Goals
- Students have knowledge of management in digital and technology driven markets (LGBWL-1).
- The students have the ability to structure economic implications effectively and to communicate these to people from science, politics and business (LGBWL-4).

#### Participation Requirements
none

#### Recommended Prerequisites
none

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

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

<table>
<thead>
<tr>
<th>Frequency the Module Is Offered</th>
<th>once per year</th>
</tr>
</thead>
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<table>
<thead>
<tr>
<th>Duration of the Module</th>
<th>one semester</th>
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<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>Jun.-Prof. Dr. Lukas Wiewiorra</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Examination Prerequisites</th>
<th>none</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Mode of Teaching</th>
<th>lectures and exercises</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Language</th>
<th>German</th>
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</table>

<table>
<thead>
<tr>
<th>Examination Forms of Examination</th>
<th>Type, Form, Duration</th>
</tr>
</thead>
</table>

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.

<table>
<thead>
<tr>
<th>Grading</th>
<th>In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.</th>
</tr>
</thead>
</table>
**Course Code:** ISMA  
**English translation:** Management Information Systems  
**Specialization:** Information Management

**Module Title:** Informationssysteme für das Management  
**Module Type:** Elective  
**6 ECTS (total) = 180 h**  
**Hours in Class:** 3 SWS / 34 h  
**Self-Study:** 146 h  
**3 h / week**

**Content**

In the course, theoretical and practical approaches for the development of MIS based on data warehousing, are presented. OLTP- and analytical systems (OLAP) are differentiated from operational and analytical CRM with the help of examples. The implementation of OLTP with relational databases and SQL will be repeated briefly. Concepts such as data warehousing and OLAP will be explained with the help of practical examples, SQL codes, are covered in more depth in the tutorial sessions. In particular, aggregation, data cubes, and cuboids as fundamental structures for OLAP will be introduced; following this relational OLAP schemes and ROLAP with SQL by means of MS-SQL-Server with the help of the e-learning environment "SQL Playground" will be presented in a practical nature and covered in more depth in the tutorial sessions. A MIS-architecture which is based on data warehousing will be introduced (Information Warehouse Architecture). The development of conceptual specifications of MIS with the help of the MetaMIS-Method and the transformation to a data warehousing-schema will be explained. The practical implementation of MIS and the essential functionality of metadata based on OLAP-Engines will be demonstrated with the help of Microsoft-SQL-Server and Microstrategy. Working on the system is part of the tutorial session. Following this, the ETL-problem will be explained and a methodological framework for the development of MIS will be presented (Information Warehouse Development Framework).

The lecture and tutorial also cover essential procedures and algorithms of data mining. For example, classification with decision tree induction, measuring the quality of the Gini Index, entropy and classification errors, in addition the Bayes Classifier and the ROC Curves procedures will be explained. Association analysis will be explained with the help of the Apriori Approach. FP growth will be briefly explained, algorithms for rule generation, and pattern evaluation will be described. The areas of classification and association analysis will be covered with practical examples in R and covered in more depth in the tutorial sessions. Finally, a short overview of the most common procedures for cluster analysis will be given, in particular partitional clustering, K-means, hierarchical clustering, and cluster validation.

**Learning Goals**

- Students understand and can differentiate between online transaction processing and online analytical processing (LGBWL-1, LGBWL-2).
- Students are familiar with the specifications and requirements for management information systems (MIS). Application of online analytical processing with SQL (LGBWL-1, LGBWL-5).
- Students understand and apply fundamental procedures of data mining and machine learning (LGBWL-4).

**Participation Requirements**

none

**Recommended Prerequisites**

Basic knowledge in SQL and relational databases

**Master's Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

irregularly

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Roland Holten

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

German

**Examination Forms of Examination**

- Type, Form, Duration
  
  A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.
<table>
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</tr>
<tr>
<td>Course Code:</td>
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<tr>
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<td>Module Type</td>
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<tr>
<td>6 ECTS (total) = 180 h</td>
</tr>
<tr>
<td>Hours in Class</td>
</tr>
<tr>
<td>Self-Study</td>
</tr>
<tr>
<td>3 h / week</td>
</tr>
</tbody>
</table>

### Content

In the course of the class, the students should acquire the competence to use various methods for describing operational processes and optimizing these procedures. During the accompanying tutorial, the application of the methods of business process and project modeling as well as IT operation and project controlling are demonstrated and trained by the students through exercises. A computer-based project management workshop completes the class.

### Learning Goals

- After completing this course, students have the expertise to apply various methods for describing business processes as well as for optimizing these processes and associated IT projects (LGBWL-1).
- Students acquire detailed knowledge about static and dynamic modeling methods for describing business processes such as event driven process chains and UML flowcharts (LGBWL-1).
- Students expand their competences regarding the description of business processes as well as the optimization and the controlling of these processes according to cost and quality objectives (LGBWL-1).
- Students gain insight into current research in the field of project, knowledge and process management (LGBWL-2).
- Our students are trained to make sustainable decisions with respect to critical IT resources (LGBWL-3).
- Students gain detailed knowledge about selected aspects of the management and controlling of IT-intensive business processes, which enables them to act responsibly (LGBWL-5).
- This course teaches students the relevance of project, knowledge and process management across business levels (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. Wolfgang König

### Examination Prerequisites

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

### Mode of Teaching

lectures and exercises

### Language

German

### Examination

- Type, Form, Duration

A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.

- Grading

In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.
### Course Code:
MOB2

### English translation: -

### Specialization:
Information Management

<table>
<thead>
<tr>
<th>Course Code: MOB2</th>
<th>Module Title: Mobile Business II - Application Design, Applications, Infrastructures, and Security</th>
<th>Module Type: Elective</th>
<th>6 ECTS (total) = 180 h Hours in Class 3 SWS / 34 h</th>
<th>Self-Study 146 h</th>
<th>3 h / week</th>
</tr>
</thead>
</table>

### 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

#### Forms of Examination

A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.

#### Grading

In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.
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<thead>
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<tr>
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<td>Specialization:</td>
<td>Information Management</td>
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<tr>
<td>Module Title:</td>
<td>Privacy vs. Data: Business Models in the Digital, Mobile Economy</td>
</tr>
<tr>
<td>Module Type:</td>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
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<td>3 h / week</td>
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**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 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 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
- Proof of Performance

- none
- none

**Mode of Teaching**

lectures and exercises

**Language**

German

**Examination Type, Form, Duration**

A 90 minute written examination or 60 minute written examination and presentation (about 20 minutes) of project work or a 45 minute written examination and presentation (about 30 minutes) on analysis of assigned research papers.

**Grading**

In as far as the module examination only consists of a 60 minute written examination as well as a 20 minute presentation of a project work, the written examination usually contributes 75% and the presentation to 25% to the overall grade. In as far as it consists of a 45 minute written examination and a presentation (about 30 minutes), establishment of the module grade is based on the arithmetic average of the grades of the partial performances.
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<tr>
<td>Specialization:</td>
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<td>Module Title:</td>
<td>Algorithmic and High Frequency Trading</td>
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<td>Module Type:</td>
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### 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 adaptations as well as investments into technology. In this seminar, students develop, implement, test and document such trading strategies. They are required to write scientific articles which document their implementation. At the end of the seminar they have to present their results and findings during a block seminar.

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

<table>
<thead>
<tr>
<th>Master’s Program / Department</th>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
</tr>
</thead>
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<td></td>
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<th>Module Can Be Used in the Following Programs</th>
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<td>M.Sc. in Wirtschaftsinformatik</td>
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<th>Frequency the Module Is Offered</th>
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<tbody>
<tr>
<td>Duration of the Module</td>
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### 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**

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: RAN1:S19

English translation: -

Specialization: Information Management

**Module Title:** Cryptocurrencies and Blockchain: Promise and Challenges

**Module Type:** Seminar

6 ECTS (total) = 180 h

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

2 h / week

**Content**

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

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

**Learning Goals**

- Basic understanding of the technological and economical evaluation of augmented reality and associated topics such as privacy (LGBWL-1).
- Communication of the obtained results in a clear and comprehensible manner (LGBWL-4).
- Critical discussion of all results in the group (LGBWL-4).

**Participation Requirements**

none

**Recommended Prerequisites**

none

**Master's Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Kai Rannenberg

**Examination Prerequisites**

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

**Mode of Teaching**

seminar

**Language**

English

**Examination**

**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
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).

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: BAL1:S19
English translation: -
Specialization: Information Management

Module Title: Digital Security - The Threat Ecosystem and Cyber Defense
Module Type: Seminar

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

Content
The year 2018 began with the announcement of "Spectre" and "Meltdown", the hitherto supposedly most critical security holes in computer systems. At the beginning of 2019, the publication of private information and documents by many German politicians and celebrities as part of the "Germany hack" caused a stir. Even companies are increasingly dealing with a tense threat situation. Attacks and malware paralyze businesses and cause immense financial damage. As digitization progresses, the vulnerability of an IT-driven society and economy becomes more and more apparent.

In this seminar the students deal with practical topics around cyber threats (actors, strategies and tactics) as well as cyber defense strategies and measures. Along with real cyber attacks and hacks in recent years, phases and aspects of cyberattacks and cyber defense options are being worked out and discussed.

Learning Goals
- The students have basic knowledge of cyber threat actors, their motivations and strategic and tactical approaches (LGBWL-1).
- The students are aware of possible negative effects of insufficient security for a company and have basic knowledge of organizational and procedural cyber-defense measures (LGBWL-5).
- The students will process and present the results they have developed in a way that suits their target groups and present them for critical discussion (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)
Dr. Gökhan Bal

Examination Prerequisites
Proof of Attendance
yes

Mode of Teaching
seminar

Language
German

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

Grading
Normally based on 60% of the term work performance and 40% of the presentation performance
Course Code: GOM2:S19

English translation:
Digital Assets and FinTech Platforms: Opportunities and Challenges

Specialization: Information Management

Module Title: Digitale Assets und FinTech-Plattformen: Chancen und Herausforderungen

Module Type: Seminar

6 ECTS (total) = 180 h

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

2 h / week

Content

To assess the quality of marketplaces, there are a variety of concepts, such as liquidity, efficiency or integrity, which are operationalized using different valuation and measurement methods. For example, market integrity is defined by financial markets through legislative regulations and regulators ensure that compliance is achieved. At European level, the integrity of financial markets is ensured through the Market Abuse Regulation (Regulation No 596/2014). While the assessment of market quality does not address a novel problem area, the digitization of the financial sector leads to new developments against the background of the question of the appropriate assessment of market quality. So the digitization of the financial industry leads to the emergence of new financial platforms (FinTech platforms), such as social trading platforms, trading venues for cryptocurrencies, crowdfunding platforms, and new digital assets or financial products (digital assets, such as ICOs). In contrast to traditional financial platforms, no or only a few criteria for market quality are defined for these FinTech platforms or digital assets. Therefore, the aim of this seminar is to analyze FinTech platforms and digital assets in terms of opportunities and challenges. A special focus is on the topic of market quality. For example, students should define dimensions of market integrity relevant to these financial platforms on the basis of existing research results, which can also be tested empirically. Students work on these topics in small groups together with students of the University of Göttingen.

Learning Goals

- In the seminar, students will use advanced methods, e.g. from the field of data science, such as Machine Learning. Furthermore, students will acquire new methodological knowledge (LGBWL-2).
- The presentation of students’ research contributions followed by a panel discussion will enable our students to move appropriately in a professional environment (LGBWL-4).
- By creating the research contributions in teams, our students acquire knowledge in the area of responsible 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
seminar

Language
German

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

Grading
Normally based on 60% of the term work performance and 40% of the presentation performance
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<th>Course Code:</th>
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<tr>
<td><strong>English translation:</strong></td>
<td>Modern Ways of Managing Projects: An Analysis of Startups and Corporates</td>
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<tr>
<td><strong>Specialization:</strong></td>
<td>Information Management</td>
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<tr>
<td><strong>Module Title:</strong></td>
<td>Moderne Formen des Projektmanagements: Eine Analyse bei Startups und Großunternehmen</td>
</tr>
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<td><strong>Module Type:</strong></td>
<td>Seminar</td>
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<tr>
<td><strong>Hours in Class</strong></td>
<td>2 SWS / 23 h</td>
</tr>
<tr>
<td><strong>Self-Study</strong></td>
<td>157 h</td>
</tr>
<tr>
<td><strong>2 h / week</strong></td>
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</table>

**Content**

This seminar will highlight how startups organize projects - especially in the area of software/IT and often in cooperation with large companies. Most IT-related Startups are based on concepts and approaches such as agile project management (incl. agile software development), Business Model Generation / development of innovative, business models, Design Thinking and Minimum Viable Products (MVP).

The seminar focuses on real case studies. Visits and interviews with startups from the Rhine-Main area will take place. The focus of the case studies is on the extent to which the concepts presented in the seminar can be found in practice. The case studies may also include the students working on a small project task for startups. The individual cases will then be presented as a lecture. It is planned that the topics and case studies will be created and presented as group work. Each participant is involved in a written elaboration and presentation.

**Learning Goals**

- Students evaluate modern forms of project management and learn firsthand in a practical example how start-ups approach projects, especially in the area of software/IT and often in cooperation with large companies. In addition, they get to know important issues for startups, such as the evaluation and adaptation of business models, and actively apply this knowledge (LGBWL-1).
- Students use/develop various methods such as the Business Model Canvas or the evaluation of cultural organizational aspects based on the agile mindset or similar, in order to illuminate and optimize startup-relevant issues and questions as well as the environment of projects in startups (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)**

- Dr. Eric Schott, Prof. Dr. Roland Holten

**Examination Prerequisites**

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

**Mode of Teaching**

- seminar

**Language**

- German

**Examination**

**Forms of Examination**

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

**Grading**

- Normally based on 60% of the term work performance and 40% of the presentation performance
Managerial Economics

Course Code: AMTH

English translation: -

Specialization: Managerial Economics

Module Title: Advanced Management Theory

Module Type: Elective

6 ECTS (total) = 180 h

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

3 h / week

Content

This course introduces the classics and the modern, formal literature in the field of management and organization. We will discuss the most important articles about leadership, culture, organizational structure and social networks and confront them with the recent research. The course examines the modern literature and is therefore highly methodically orientated. It focuses on the mathematical model analysis, supplemented by experimental and empirical studies. Possible topics: concepts of authority in enterprises (from Weber, Barnard Williamson to Aghion and Tirole); strategy and structure (from Chandler, Lawrence and Lorsch to modern organizational economics); weak links and networks (from Granovetter to Jackson).

Learning Goals

- The students will learn about the foundations of modern scientific management through an introduction to the management classics (LGBWL-1).
- The students will learn about recent applications of economics and game theory to classical management problems and concepts, such as authority, delegation, leadership, culture, and social networks in firms (LGBWL-3).
- In addition to theory, students will learn about the principles of empirical research in management with applications from selected studies (LGBWL-1).
- The students will be able to analyze and comment on modern academic studies and relate them to management practice (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 Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered

once per year

Duration of the Module

one semester

Lecturer(s)

Dr. Andreas Grunewald

Examination Prerequisites

Proof of Attendance

none

Proof of Performance

none

Mode of Teaching

lectures and exercises

Language

English

Examination

Type, Form, Duration

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
Course Code: CBEN
English translation: -
Specialization: Managerial Economics

<table>
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<tr>
<th>Course Code: CBEN</th>
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<tr>
<td></td>
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### Content

This course gives a broad introduction to the management of employee compensation and benefits (C&B). We will start with discussing the importance of C&B to workers and firms, proceeding to theoretical foundations of wage setting and the effects of C&B practices on organizational performance. The role of C&B in strategic management of human resources will be discussed, with some practical implications for the design of C&B schemes. Theoretical and empirical studies on C&B and firm performance will be presented as part of the course.

### Learning Goals

- The students will learn about the importance of compensation and benefits practices for organizational performance from relevant empirical studies and business cases (LGBWL-2).
- The students will learn the many connections between compensation and benefits and other human resource management practices (LGBWL-1).
- The students will be able to make compensation and benefits decisions in real firms informed by most recent management theories and empirical evidence (LGBWL-5).

### Participation Requirements

none

### Recommended Prerequisites

none

### Master’s Program / Department

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

### Module Can Be Used in the Following Programs

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

### Frequency the Module Is Offered

once per year

### Duration of the Module

one semester

### Lecturer(s)

Dr. Andreas Grunewald

### Examination Prerequisites

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

### Mode of Teaching

lectures and exercises

### Language

English

### Examination

**Type, Form, Duration**

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
**Course Code:** ININ  
**English translation:** -  
**Specialization:** Managerial Economics

<table>
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<th>Module Title: Institutions and Innovation</th>
<th>Module Type: Elective (Import)</th>
<th>6 ECTS (total) = 180 h</th>
<th>Hours in Class: 3 SWS / 34 h</th>
<th>Self-Study: 146 h</th>
<th>3 h / week</th>
</tr>
</thead>
</table>

**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)

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**

**Forms of Examination**

A 90 minute written examination.

**Grading**

-
<table>
<thead>
<tr>
<th>Course Code:</th>
<th>OGEC</th>
<th>Module Title:</th>
<th>Organizational Economics</th>
<th>Module Type</th>
<th>Elective</th>
<th>6 ECTS (total) = 180 h</th>
<th>3 h / week</th>
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<tr>
<td>English translation:</td>
<td>-</td>
<td>Specialization:</td>
<td>Managerial Economics</td>
<td></td>
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<td>Hours in Class</td>
<td>Self-Study</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3 SWS / 34 h</td>
<td>146 h</td>
</tr>
</tbody>
</table>

**Content**

The course introduces students to more advanced topics in organizational economics. It studies in depth (1) performance measurement and rewards and (2) organizational architecture and authority. The course is based on recent scientific articles in organizational economics. Theoretical articles are complemented by experimental and behavioral studies.

**Learning Goals**

- Students learn to understand and reflect modern organizational economics (LGBWL-1, LGMMF-3, LGIEEP-3).
- Students learn to master quantitative microeconomic methods (LGBWL-2, LGMMF-3, LGIEEP-3).
- Students learn to integrate special knowledge from theoretical microeconomics, experimental and empirical microeconomics, business studies, and psychology (LGBWL-1, LGBWL-2, LGMMF-4, LGIEEP-4).

**Participation Requirements**

none

**Recommended Prerequisites**

Elective modules ’Advanced Management” and ”Quantitative Methods in Management Research”

**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 International Economics and Economic Policy
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Ferdinand von Siemens

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination Type, Form, Duration**

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
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<thead>
<tr>
<th>Course Code:</th>
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<tr>
<td>English translation:</td>
<td>Strategic Entrepreneurship</td>
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<td>Specialization:</td>
<td>Managerial Economics</td>
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<tr>
<td>Module Title:</td>
<td>Strategic Entrepreneurship</td>
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<tr>
<td>Module Type:</td>
<td>Elective</td>
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<td>6 ECTS (total) = 180 h</td>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
<tr>
<td>3 h / week</td>
<td></td>
</tr>
</tbody>
</table>

### 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

#### 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: SICIM
English translation: -
Specialization: Managerial Economics

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<tr>
<th>Module Title: Strategies in Intercultural Management</th>
<th>Module Type: Elective</th>
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<th>3 h / week</th>
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<tbody>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

Content

We are increasingly working in a multicultural environment: We travel the world to meet with business partners, we assume roles in foreign subsidiaries, and we work in globally dispersed teams. The diverse composition of the workforce is a great resource, but it also presents challenges for collaboration and leadership. The goal of this seminar is to develop an understanding and awareness of intercultural and diversity factors that impact cross-cultural business situations. More specifically, students will learn and analyze how culture influences our own behaviors as a foundation to becoming aware of others' culturally influenced patterns of thinking and behaving. We will practice strategies how to successfully navigate intercultural business situations, and how to manage, motivate, and lead high-performing multicultural teams. At the end of the seminar, students will have the necessary cultural competence to approach intercultural business situations as a valuable resource rather than an obstacle.

Learning Goals

- Students will be able to apply the concept of culture to business (LGBWL-1, LGBWL-2).
- Students will be able to navigate an international business environment successfully (LGBWL-1).
- Students will have developed skills to manage and motivate a multicultural workforce and to lead cross-cultural collaboration in a business environment (LGBWL-5).
- Students will be able to analyze intercultural communication situations to become effective intercultural communicators (LGBWL-4).
- Students will be able to increase their cultural competence by practicing motivational, cognitive, and behavioral aspects of cultural intelligence (LGBWL-3, LGBWL-5).

Participation Requirements

none

Recommended Prerequisites

none

Master’s Program / Department

M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs

Frequency the Module Is Offered

once per year

Duration of the Module

one semester

Lecturer(s)

Prof’In. Dr. Carolin Fleischmann

Examination Prerequisites

none

Proof of Attendance

none

Proof of Performance

none

Mode of Teaching

lectures and exercises

Language

English

Examination

Type, Form, Duration

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
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<thead>
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<th>Course Code:</th>
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<tbody>
<tr>
<td>English translation:</td>
<td>Banking 2030 revisited: A challenge in strategic management</td>
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<td>Specialization:</td>
<td>Managerial Economics</td>
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<tr>
<td>Module Title:</td>
<td>Banken 2030 revisited: Die Strategische Management-Herausforderung</td>
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<td>Module Type:</td>
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<tr>
<td>Self-Study:</td>
<td>157 h</td>
</tr>
<tr>
<td>6 ECTS (total) = 180 h</td>
<td></td>
</tr>
<tr>
<td>2 h / week</td>
<td></td>
</tr>
</tbody>
</table>

**Content**

In Germany, there are currently many discussions going on concerning Industry 4.0 for local industries such as automotive or manufacturing. In the context of banks and financial services, the so-called robo-advisors are becoming more and more important. Still, the financial sector is much more concerned with the aftermath of the financial crises especially with regulatory requirements and (partly) neglects these challenges. The third wave of digitalization (after the inner and outer one) in particular with AI will have the biggest impact on virtual financial service providers.

This seminar deals with the question, which management challenges will have to be mastered until 2030 in order to deal with the necessary strategic and organizational adjustments that result from digitalization. The working groups will be asked (1) to describe a potential target stage in 2030 for different market segments, (2) to identify necessary steps in order to get there, and (3) to develop a managerial roadmap how to get there.

**Learning Goals**

- Students understand the actual development and trend in the field of digitalization and its impact on the financial industry (LGBWL-1).
- Students understand and analyze the different market segments in the financial and banking industry (LGBWL-1; LGBWL-2).
- Students understand the impact of regulatory changes following the financial crises on their current business model (LGBWL-3; LGBWL-5).
- Students are able to develop strategic and managerial solutions for the current challenges in the financial and banking industry, to critically evaluate these different approaches, and to present them (LGBWL-1).

**Participation Requirements**

none

**Recommended Prerequisites**

none

**Master's Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Lars Schweizer, Dr. Ivo Schwartzkopff

**Examination Prerequisites**

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

**Mode of Teaching**

seminar

**Language**

German

**Examination**

- Type, Form, Duration: Term work (about 20 pages) and presentation (about 20 minutes)
- Grading: Normally based on 60% of the term work performance and 40% of the presentation performance
Course Code: KON1:S19
English translation: -
Specialization: Managerial Economics

Module Title: Current Issues in International Management Research
Module Type: Seminar

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

Content

Researchers in International Management investigate how companies enter foreign markets and manage their business abroad. It is widely acknowledged that foreign firms suffer from a “liability of foreignness” (Zaheer, 1995), i.e. disadvantages due to cultural differences or lack of organizational legitimacy. Managers of multinational enterprises (MNEs) aim to reduce such liabilities by adjusting their entry decisions and subsequent management decisions to regional idiosyncrasies.

Towards this end, management decisions regarding organizational structures and human resources are vital for a successful internationalization strategy. First, decision makers have to identify promising markets and, consequently, choose a market entry strategy, e.g. through fully owned subunits, M&As, or alliances (joint ventures). Second, coordination and motivation problems arise from geographic and psychic distance between headquarter and subunits abroad. Thus, managers need mechanisms of International HRM, e.g. to attract and select employees for international assignments and to enable them to work in international and intercultural teams.

This seminar focuses on the management of MNEs in general and international subsidiaries in particular. Moreover, we concentrate on current empirical research from the field of organizational and personnel economics. Topics focus on entry mode decisions, strategies to overcome the liability of foreignness, innovations and intra-firm knowledge transfer as well as expatriate management.

Learning Goals

- Students are familiar with management problems in multinational corporations (LGBWL-1).
- Students are familiar with quantitative research approaches to investigate issues in international management (LGBWL-2).
- Students learn how multinational corporations incorporate environmental and ethical expectations of customers and political decision makers (LGBWL-3, LGBWL-5).

Participation Requirements

none

Recommended Prerequisites

none

Master's Program / Department

M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs

Frequency the Module Is Offered

one per year

Duration of the Module

one semester

Lecturer(s)

Dr. Tanja Hofmann, Dr. Ralf Koßmann

Examination Prerequisites

Proof of Attendance

yes

Proof of Performance

none

Mode of Teaching

seminar

Language

English

Examination

Forms of Examination

Type, Form, Duration

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

Grading

Normally based on 60% of the term work performance and 40% of the presentation performance
<table>
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<tr>
<th>Course Code:</th>
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<td>JAN1:S19</td>
<td>Effective Negotiations: From Theory to Practice</td>
<td>Seminar</td>
<td>Hours in Class</td>
<td>Self-Study</td>
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<td></td>
<td></td>
<td></td>
<td>2 SWS / 23 h</td>
<td>157 h</td>
</tr>
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</table>

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

- **Grading**
  - Normally based on 60% of the term work performance and 40% of the presentation performance
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<td>Specialization:</td>
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**Module Title:** Entrepreneurship in Emerging Economies and Economic Development

**Module Type:** Seminar

6 ECTS (total) = 180 h

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

**2 h / week**

### Content

This seminar covers the role of entrepreneurs in the emerging economy context. Starting from a comparison what entrepreneurship in developed economies is about, we will cover a range of topics which illustrate the entrepreneurs’ important, but, compared to developed economies, also distinct role in terms of growth, innovation and development.

### Learning Goals

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

### Participation Requirements

none

### Recommended Prerequisites

none

### Master's Program / Department

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

### Module Can Be Used in the Following Programs

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

### Frequency the Module Is Offered

once per year

### Duration of the Module

one semester

### Lecturer(s)

Prof’in. Dr. Cornelia Storz

### Examination Prerequisites

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

### Mode of Teaching

seminar

### Language

English

### Examination

**Type, Form, Duration**

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

### Grading

Normally based on 60% of the term work performance and 40% of the presentation performance
Course Code: SCW1:S19

English translation: -

Specialization: Managerial Economics

Module Title: Mergers & Acquisitions: a strategic perspective

Module Type: Seminar

6 ECTS (total) = 180 h

Hours in Class
2 SWS / 23 h

Self-Study
157 h

2 h / week

Content

The goal of this seminar is to become familiar with the most important strategies and concepts in the context of M&A. We start with discussing different types of M&As and their empirical observation as Merger waves followed by the strategic motives that trigger M&As. In second step we analyze M&As as part of a firm’s overall corporate development strategy and how the different approaches differ from one another. M&As can also be considered from a process perspective which involves different stakeholders. Another important step is the Due Diligence phase which allows an acquirer to become familiar with the target. This phase is already an integral part of the evaluation. In this context, we will also discuss how to organize the M&A process, have a look at the role of the M&A function and analyze how learning takes place in M&As. During the M&A acquisition process one can often observe different takeover tactics used to raise the acquisition price or to prevent the takeover. In order to find the “right price” the calculation of synergies is of crucial importance. Synergies are usually used to justify the acquisition and the payment of the acquisition premium. Thus, we will discuss different valuation concepts. Post-merger integration is considered to be the crucial step for a successful realization of an M&A transaction as this phase is responsible for the realization of the synergies. Without that the calculated synergies cannot be realized. We will look, e.g., at different integration strategies, the impact of integration speed, or the role of the integration manager. In addition to that, the question of what distinguishes cross-border M&A transactions from national M&A deals is important to analyze. Last but not least, the aspect of how to measure M&A success will be analyzed in more detail. In addition to the presentation of the seminar papers, there will be one practice lecture.

Learning Goals

- Students learn how to design a coherent process for integrating the strategic, managerial, organizational, and financial decisions related to mergers and acquisitions in a responsible way (LGBWL-1; LGBWL-5).
- Students will understand key M&A success factors and to apply techniques for designing and implementing M&A processes in an international context from start to finish. (LGBWL-3).
- Students gain an understanding of how to apply the research results of modern management on real-world problems (LGBWL-4).
- Overall, students will gain management insights that they will be able to apply in their future working life in the context of M&A transactions in a responsible way (LGBWL-5).

Participation Requirements

none

Recommended Prerequisites

none

Master’s Program / Department

M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs

M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered

once per year

Duration of the Module

one semester

Lecturer(s)

Prof. Dr. Lars Schweizer

Examination Prerequisites

Proof of Attendance

yes

Proof of Performance

none

Mode of Teaching

seminar

Language

German

Examination

Type, Form, Duration

Forms of Examination

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

Grading

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

<table>
<thead>
<tr>
<th>Course Code:</th>
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<th>Module Type</th>
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<th>2 h / week</th>
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<tbody>
<tr>
<td>BOR1:S19</td>
<td>Advanced Topics in Marketing Research</td>
<td>Elective</td>
<td>2 SWS / 23 h</td>
<td>Self-Study 146 h</td>
</tr>
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</table>

### 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 were 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

<table>
<thead>
<tr>
<th>Master's Program / Department</th>
<th>Module Can Be Used in the Following Programs</th>
</tr>
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<tbody>
<tr>
<td>M.Sc. in Betriebswirtschaftslehre (FB 02)</td>
<td>M.Sc. in Wirtschaftspädagogik</td>
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<td>one semester</td>
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<th>Examination Prerequisites</th>
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<tbody>
<tr>
<td>Prof. Dr. Torsten Bornemann</td>
<td>Proof of Attendance: yes</td>
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<td>Proof of Performance: none</td>
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<td>English</td>
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### Examination

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

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

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Course Code: CSCC  
Module Title: Customer Satisfaction and Consumer Choice  
Module Type: Elective  
6 ECTS (total) = 180 h  
Hours in Class: 3 SWS / 34 h  
Self-Study: 146 h  
3 h / week

Content
This course conveys the theory of customer satisfaction and consumer choice as well as quantitative techniques for empirical analysis and control of customer satisfaction and consumer choice. Participants will become familiar with the theoretical foundations of customer satisfaction and consumer choice, approaches to empirical measurement in practice and academia, and empirical analysis with the goal to control satisfaction and choice. To this end the course provides an introduction into the econometric analysis of discrete data, e.g., responses on a five point rating scale. In practice sessions, participants will apply these models to the analysis of simulated and real data that may be collected by participants as part of the course. The course uses R for programming and data analysis.

Learning Goals
- Students become familiar with the most important theories of customer satisfaction and consumer choice (LGBWL-1).
- Students become familiar with the various techniques to collect customer satisfaction data and important commercial data sources (LGBWL-2).
- Students become familiar with the methods for explaining, prediction, and control of customer satisfaction and consumer choice (LGBWL-2).
- Students feel confident to apply, communicate, and act upon these methods independently (LGBWL-4, LGBWL-5).

Participation Requirements
none

Recommended Prerequisites
none

Master's Program / Department
- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Prof. Dr. Thomas Otter

Examination Prerequisites
Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
English

Examination

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: DIMA
English translation: -
Specialization: Marketing Analytics

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

**Content**

The rise of digital technologies has offered the field of marketing new possibilities for creating, communicating, delivering, and exchanging value to customers. This includes, but is not limited to, new forms of advertising (shifting from mass to more individual based advertising), new types of products and services (ranging from online retailing and banking to groundbreaking services like Netflix, Spotify, UberPOP and Airbnb), new pricing schemes, new forms of communicating (e.g. social media), better ways to exchange information by customers (from traditional word-of-mouth to online word-of-mouth in the form of forums and review websites), and so on. In this course we will have an in-depth view of how digital developments have changed the marketing landscape, what new opportunities and challenges have arisen because of this, but also to what degree insights we already have gathered from traditional marketing still hold today.

**Learning Goals**

- Students will be able to judge, demonstrate and quantify the advantages, disadvantages, opportunities and challenges which specific developments have from the firm’s as well as from the consumer’s and other stakeholder’s perspectives (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 Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

- once per year

**Duration of the Module**

- one semester

**Lecturer(s)**

- Jun.-Prof. Dr. Evert de Haan

**Examination Prerequisites**

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

**Mode of Teaching**

- lectures and exercises

**Language**

- English

**Examination**

**Type, Form, Duration**

A 90 minute written examination or a 60 minute written examination and a talk with a composition (a 20 minute talk, about 5 pages of a written composition) or an oral group examination lasting 15 minutes per examinee.

**Grading**

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

English translation: -

Specialization: Marketing Analytics

<table>
<thead>
<tr>
<th>Module Title: Judgement and Decision Making</th>
<th>Module Type: Elective</th>
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<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
<td>Self-Study</td>
<td>146 h</td>
</tr>
</tbody>
</table>

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
<table>
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<tr>
<th><strong>Forms of Examination</strong></th>
<th>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.</th>
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</thead>
<tbody>
<tr>
<td><strong>Grading</strong></td>
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<tr>
<td>Course Code: SCR1:S19</td>
<td>Module Title: Data Mining in Marketing: Data Driven Customer Analytics with Machine Learning</td>
</tr>
<tr>
<td>----------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
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<tr>
<td></td>
<td>English translation: -</td>
</tr>
<tr>
<td></td>
<td>Specialization: Marketing Analytics</td>
</tr>
</tbody>
</table>

**Content**

The empirical analysis of consumer behavior using statistical and analytical methods plays a crucial role in the current business environment. Several marketing issues, such as the optimization from target groups and the prediction of consumer and purchase behavior, are examined based on a data-oriented analysis framework. In this scenario, the ability to extract business-relevant information and knowledge from customer data is a core skill that creates a decisive competitive advantage for firms, especially in mature and saturated markets with substitute products.

In this seminar, we will present and implement customer analysis and data mining methods. Data mining constitutes the detection and "excavation" of valuable knowledge within an intricate dataset, which takes place in several phases: data preparation, data modeling and the subsequent incorporation of the acquired knowledge in the future decision-making process.

The participants will perform analyses using an empirical dataset from the ING-DiBa, which we will provide at the beginning of the seminar. The participants must only use the data for the sole purpose of writing their term papers and are required to erase it after completion of the seminar.

**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**

- Experience with statistical software (STATA, R)

**Master's Program / Department**

<table>
<thead>
<tr>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.Sc. in International Management (FB 02)</td>
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**Module Can Be Used in the Following Programs**

<table>
<thead>
<tr>
<th>M.Sc. in Wirtschaftspädagogik</th>
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</thead>
<tbody>
<tr>
<td>M.Sc. in Wirtschaftsinformatik</td>
</tr>
</tbody>
</table>

**Frequency the Module Is Offered**

- once per year

**Duration of the Module**

- one semester

**Lecturer(s)**

- Dr. Martin Schmidberger

**Examination Prerequisites**

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

**Mode of Teaching**

- seminar

**Language**

- English

**Examination**

- **Type, Form, Duration**
  - Form: Term work (about 20 pages) and a presentation (20 minutes).
  - Grading: Normally based on 60% of the term work performance and 40% of the presentation performance.
Course Code: MIL1:S19

English translation: -

Specialization: Marketing Analytics

Module Title: Marketing Strategy
Module Type: Seminar

6 ECTS (total) = 180 h

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

2 h / week

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

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

Learning Goals
- Participants will learn to define strategies and how to apply concrete measures of marketing strategy (LGBWL-1).
- Participants will learn to critically evaluate strategic decisions in marketing (LGBWL-1, LGBWL-2).
- Participants will learn to consider ethical and stakeholder-relates issues in their decision making processes and hence act as responsible managers (LGBWL-3, LGBWL-5).
- Participants will learn to make decisions under time pressure and a rapidly changing environment (LGBWL-4).

Participation Requirements
none

Recommended Prerequisites
none

Master’s Program / Department
- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Jun.-Prof. Dr. Klaus M. Miller

Examination Prerequisites

Proof of Attendance
yes

Proof of Performance
none

Mode of Teaching
seminar

Language
English

Examination

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

Forms of Examination

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

<table>
<thead>
<tr>
<th>Course Code:</th>
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<td>Specialization:</td>
<td>Ethics</td>
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<tr>
<td>Module Title:</td>
<td>Compliance - Management and Economics</td>
</tr>
<tr>
<td>Module Type</td>
<td>Elective</td>
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<tr>
<td>6 ECTS (total) = 180 h</td>
<td>3 h / week</td>
</tr>
<tr>
<td>Hours in Class</td>
<td>3 SWS / 34 h</td>
</tr>
<tr>
<td>Self-Study</td>
<td>146 h</td>
</tr>
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</table>

### 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

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

#### Grading

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
<table>
<thead>
<tr>
<th>Course Code:</th>
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<tbody>
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<td>Specialization:</td>
<td>Ethics</td>
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</table>

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

**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 importance 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

<table>
<thead>
<tr>
<th>Master’s Program / Department</th>
<th>M.Sc. in Betriebswirtschaftslehre (FB 02)</th>
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<td>M.Sc. in International Management (FB 02)</td>
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<th>Module Can Be Used in the Following Programs</th>
<th>M.Sc. in Wirtschaftspädagogik</th>
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<td>M.Sc. in Wirtschaftsinformatik</td>
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<th>Frequency the Module Is Offered</th>
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<tbody>
<tr>
<td>Duration of the Module</td>
<td>one semester</td>
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<tr>
<td>Lecturer(s)</td>
<td>Dr. Eberhard Schnebel</td>
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</table>

**Examination Prerequisites**

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

**Mode of Teaching**

- lectures and exercises

**Language**

- German

**Examination**

<table>
<thead>
<tr>
<th>Forms of Examination</th>
<th>Type, Form, Duration</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).</td>
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</table>

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
In his 2012 book "What Money Can’t Buy: The Moral Limits of Markets", Michael Sandel points to what he thinks are shortcomings of markets and why morality is needed to curb free markets. Because the topic is of such general importance, the Journal of Economic Perspectives published a debate in 2013 in which Sandel underpins his points in "Market Reasoning as Moral Reasoning: Why Economists Should Re-engage with Political Philosophy" and Bruni and Sugden rebut in "Reclaiming Virtue Ethics for Economics".

The general questions in this context are: far market economy and ethics are related, kinds of morality are required by the market, what kinds of morality are excluded or crowded out, and we can manage to reconcile markets with justice.

Based on the above-mentioned literature, we will analyse the positions and arguments the authors present and go on to consider further literature to dig deeper into the relations between morals and markets. In particular, we will discuss the issues on the background of Hayekian economics and ethics, current contributions from the intersection of economics and ethics, and behavioural economic results on the interplay of morals and markets and sociological studies on the relation between morals and market integration.

**Learning Goals**

- Students understand and are able to reflect on the pros and cons of the market economy, based on studying traditional and current literature on the issue of morality and the market as well as ethics and economics. (LGBWL-1, LGBWL-3).
- Students are able to analyse and evaluate those results and theories in the context of the rational choice paradigm with respect to decision theory, game theory, and institutional economics and on the background of results from experimental economics. (LGBWL-1, LGBWL-3).
- Students can draw conclusions for personal and organizational development in the above-mentioned choice-theoretical framework, based on systematic knowledge about how morality functions in the context of specific situations, explicated as specific games (LGBWL-3, LGBWL-5).

**Participation Requirements**

none

**Recommended Prerequisites**

none

**Master’s Program / Department**

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

**Module Can Be Used in the Following Programs**

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Prof. Dr. Gerhard Minnameier

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination**

**Type, Form, Duration**

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
Course Code: NMKI
English translation: Sustainability Management – Theoretical Concepts and Practical Implementation
Specialization: Ethics

Module Title: Nachhaltigkeitsmanagement: Konzeption und Implemetierung
Module Type: Elective

6 ECTS (total) = 180 h
Hours in Class: 3 SWS / 34 h
Self-Study: 146 h
3 h / week

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

Learning Goals
- Our students can neutrally reconstruct and analyse problems of sustainability (LGBWL-1).
- Our students can apply different theoretical concepts on problems of sustainability and analyse their effects (LGBWL-1).
- Our students are familiar with recent political discussions about influencing firms’ sustainability management.
- Our students are familiar with modern instruments for sustainability management in practice (LGBWL-3).
- Our students are able to assess the legitimacy of stakeholder claims and to develop solutions on a communicative and institutional level that improve the situation of every stakeholder involved (LGBWL-4).
- Our students will act as responsible leaders (LGBWL-5).

Participation Requirements
none

Recommended Prerequisites
none

Master’s Program / Department
M.Sc. in Betriebswirtschaftslehre (FB 02)
M.Sc. in International Management (FB 02)

Module Can Be Used in the Following Programs
M.Sc. in Wirtschaftspädagogik
M.Sc. in Wirtschaftsinformatik

Frequency the Module Is Offered
once per year

Duration of the Module
one semester

Lecturer(s)
Dr. Alexandra von Winning

Examination Prerequisites
Proof of Attendance
none

Proof of Performance
none

Mode of Teaching
lectures and exercises

Language
German

Examination
Forms of Examination
Type, Form, Duration
A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

Grading
In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
<table>
<thead>
<tr>
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<th>Module Type</th>
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<th>3 h / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCSR</td>
<td>New Perspectives on CSR as a Management Tool</td>
<td>Elective</td>
<td></td>
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</tr>
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</table>

**Content**

Corporate Social Responsibility (CSR) has become widely accepted as a cornerstone of the corporation. The course analyses all possible reasons, but will focus on the strategic considerations for this development. In contrast to philanthropic or not-for-profit reasoning, strategic CSR faces two main problems. The first one is concerned with measurement of effects, while the second one concentrates on the difficulties of efficient implementation within the corporation and society. Some new insights from behavioural and experimental economics are taken into account as well. We will discuss those strands to acquire a more advanced understanding of the interrelation of different aspects of CSR as a strategic management tool.

**Learning Goals**

- Students encounter different perspectives on CSR and learn about how CSR connects to different areas of strategic management (LGBWL-1).
- Students develop the readiness to incorporate aspects of ethics, morality, sustainability, and environmental issues into management decisions (LGBWL-3).
- Students are able to apply their theoretical knowledge to a research project and to communicate its content both orally and in written form (LGMMF-1).
- Students recognize the extent and importance of ethical issues in strategic decision making and the management of stakeholder relationships (LGMMF-2).

**Participation Requirements**

none

**Recommended Prerequisites**

none

**Master’s Program / Department**

| M.Sc. in Betriebswirtschaftslehre (FB 02) |
| M.Sc. in International Management (FB 02) |

**Module Can Be Used in the Following Programs**

| M.Sc. in Wirtschaftspädagogik |
| M.Sc. in Wirtschaftsinformatik |

**Frequency the Module Is Offered**

once per year

**Duration of the Module**

one semester

**Lecturer(s)**

Tim Bonowski, M.Sc.

**Examination Prerequisites**

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

**Mode of Teaching**

lectures and exercises

**Language**

English

**Examination Forms of Examination**

Type, Form, Duration

A 90-minute written examination or oral group examination lasting 15 minutes per examinee or term work (about 20 pages) and a presentation (15 minutes).

**Grading**

In as far as the module examination only consists of term work and a presentation, establishment of the module grade is normally based on 60% of the term work performance and 40% of the presentation performance.
### Content

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

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

### Learning Goals

- The students will develop business ethics principles and examine selected business models with the help of these principles (LGBWL-1).
- The students will use modern research techniques to identify common structures of business models and look at them from an ethical perspective (LGBWL-2).
- The students will be able to describe the influence of externalisation in different industries and markets and thus integrate business ethics into entrepreneurial decision-making processes (LGBWL-3).

### Participation Requirements

- none

### Recommended Prerequisites

- none

### Master’s Program / Department

- M.Sc. in Betriebswirtschaftslehre (FB 02)
- M.Sc. in International Management (FB 02)

### Module Can Be Used in the Following Programs

- M.Sc. in Wirtschaftspädagogik
- M.Sc. in Wirtschaftsinformatik

### Frequency the Module Is Offered

- once per year

### Duration of the Module

- one semester

### Lecturer(s)

- Hon. Prof. Dr. Peter Wesner

### Examination Prerequisites

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

### Mode of Teaching

- lectures and exercises

### Language

- German

### Examination

- **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

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>EEMC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English translation:</strong></td>
<td>-</td>
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<tr>
<td><strong>Specialization:</strong></td>
<td>Freier Bereich</td>
</tr>
<tr>
<td><strong>Module Title:</strong></td>
<td>English for Economists Master's Course</td>
</tr>
<tr>
<td><strong>Module Type:</strong></td>
<td>Elective</td>
</tr>
<tr>
<td><strong>6 ECTS (total) = 180 h</strong></td>
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<tr>
<td><strong>Hours in Class</strong></td>
<td>2 SWS / 23 h</td>
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<tr>
<td><strong>Self-Study</strong></td>
<td>157 h</td>
</tr>
<tr>
<td><strong>2 h / week</strong></td>
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</tbody>
</table>

### Content

The Master's Course brings all participants' knowledge of English to an extremely high level. Great emphasis will be placed on perfecting oral and writing skills in the form of presentations, discussions, role-plays and case studies, all based on authentic and up-to-date course materials taken from the fields of Economics and Business Administration. Students will be given ample opportunity to actively participate in the course by making individual contributions, in pair work, in small group and plenary activities. Grammatical perfection in oral and written work will be given high priority.

### Learning Goals

- Graduates of the Course are able to communicate with ease, i.e. in a differentiated and precise way, in the English language as a foreign language on a variety of general and economic topics (LGBWL-1) (LGBWL-4) (LGMMF-1) (LGIEEP-1) (LGWipäd-1)
- They have mastered the English language in all four language-learning skills: speaking, listening, reading and writing to the competence level of C1.2 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages (LGBWL-1) (LGBWL-4) (LGMMF-1) (LGIEEP-1) (LGWipäd-1)
- They are in a position to understand and to apply the principles of grammatical subtleties of general English as well as specialized English (LGBWL-4) (LGMMF-1) (LGIEEP-1) (LGWipäd-1)
- They possess a profound cultural understanding of the English-speaking world so as to be able to express themselves in an optimal way both orally and in writing when communicating on an international stage (LGBWL-4) (LGBWL-5) (LGMMF-1) (LGIEEP-1) (LGWipäd-4)

### Participation Requirements

Successful passing of the qualifying test at the CEFR Level C 1.1. This is offered in the first week of lectures. Exception: Lecturers in business studies with English as the field of study II who have already passed the qualifying test at CEFR Level B 2.2.

### Recommended Prerequisites

- none

### 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 Forms of Examination

- An oral group examination lasting about 7 minutes per participant and a 90 minute written examination. Both examination 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%