Module Catalogue
for the Subject
Management
as a Master’s with 1 major
with the degree "Master of Science"
(120 ECTS credits)

Examination regulations version: 2022
Responsible: Faculty of Business Management and Economics
Contents

The subject is divided into

Content and Objectives of the Programme 12

Abbreviations used, Conventions, Notes, In accordance with 15

Compulsory core electives 1: Majors 16

Digital Business Strategy

Core
  Digital Marketing I 19
  E-Commerce I 20
  Corporate Entrepreneurship 21
  Digital Entrepreneurship 23
  E-Business Strategies 24

Core Electives
  Digital Marketing I 26
  E-Commerce I 27
  Corporate Entrepreneurship 28
  Corporate Strategy 30
  Digital Entrepreneurship 32
  E-Business Strategies 33
  Communication in Business and Economics 34
  Digital Marketing II 35
  Mass Media Processes and Effects 36
  Business Software 1: IS-based Enterprise Management 37
  Professional Project Management 39
  Project - Current Topics in Computer Science 40
  Topics in International Marketing 41
  IT-Management 42
  Managerial Analytics & Decision Making 43
  Mobile and Ubiquitous Business 44
  Project Management and Control 45
  Project Module Digital Business Strategy I 46
  Project Module Digital Business Strategy II 47

Finance, Accounting & Taxation 48

Core
  Portfolio and Capital Market Theory 50
  Policy of Taxation 51
  Group Accounting 52
  Coordination, Budgeting and Incentives in Organizations 53
  Economics of Tax Planning 54
  International Financial Management 55

Core Electives
  Portfolio and Capital Market Theory 58
  Group Accounting 59
  Policy of Taxation 60
  Coordination, Budgeting and Incentives in Organizations 61
  Economics of Tax Planning 62
  Discounted Cashflow 63
  Risk Management 64
  Selected Topics in Corporate Finance 65
  Financial Statement Analysis and Business Valuation 66
  Advanced Financial Accounting 67
  Tax Accounting 68
  Advanced VAT 69
<table>
<thead>
<tr>
<th>Course Title</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax-Optimized Business Organization</td>
<td>70</td>
</tr>
<tr>
<td>International Taxiation</td>
<td>71</td>
</tr>
<tr>
<td>Case Studies on Business Taxation</td>
<td>72</td>
</tr>
<tr>
<td>Strategic Managerial Accounting</td>
<td>73</td>
</tr>
<tr>
<td>Project Management and Control</td>
<td>74</td>
</tr>
<tr>
<td>Accounting and Capital Markets</td>
<td>75</td>
</tr>
<tr>
<td>Strategic Decisions and Competition</td>
<td>76</td>
</tr>
<tr>
<td>Contract Theory</td>
<td>78</td>
</tr>
<tr>
<td>Monetary Policy and the Financial System</td>
<td>80</td>
</tr>
<tr>
<td>Optimal Tax Theory</td>
<td>82</td>
</tr>
<tr>
<td>Econometrics 1</td>
<td>83</td>
</tr>
<tr>
<td>Econometrics 2</td>
<td>85</td>
</tr>
<tr>
<td>Econometrics 3</td>
<td>86</td>
</tr>
<tr>
<td>Analysis of Financial Market Data</td>
<td>87</td>
</tr>
<tr>
<td>Social Insurance and the Welfare State</td>
<td>89</td>
</tr>
<tr>
<td>Selected Topics in Analytical Tax Research</td>
<td>90</td>
</tr>
<tr>
<td>Analytical Information Systems</td>
<td>91</td>
</tr>
<tr>
<td>Topics in Data Science 1</td>
<td>92</td>
</tr>
<tr>
<td>Project Module Finance, Accounting &amp; Taxation I</td>
<td>93</td>
</tr>
<tr>
<td>Project Module Finance, Accounting &amp; Taxation II</td>
<td>94</td>
</tr>
<tr>
<td>International Financial Management</td>
<td>95</td>
</tr>
<tr>
<td>Topics in Financial Accounting</td>
<td>97</td>
</tr>
<tr>
<td><strong>International Business &amp; Strategy</strong></td>
<td>98</td>
</tr>
<tr>
<td><strong>Core</strong></td>
<td>99</td>
</tr>
<tr>
<td>Corporate Strategy</td>
<td>100</td>
</tr>
<tr>
<td>Strategic Management of Global Supply Chains</td>
<td>102</td>
</tr>
<tr>
<td>International Trade and the Multinational Firm</td>
<td>103</td>
</tr>
<tr>
<td>Strategic Decisions and Competition</td>
<td>105</td>
</tr>
<tr>
<td>International Financial Management</td>
<td>107</td>
</tr>
<tr>
<td><strong>Core Electives</strong></td>
<td>109</td>
</tr>
<tr>
<td>Corporate Strategy</td>
<td>110</td>
</tr>
<tr>
<td>Strategic Management of Global Supply Chains</td>
<td>112</td>
</tr>
<tr>
<td>International Trade and the Multinational Firm</td>
<td>113</td>
</tr>
<tr>
<td>Strategic Decisions and Competition</td>
<td>115</td>
</tr>
<tr>
<td>DSGE Modelling</td>
<td>117</td>
</tr>
<tr>
<td>European Public Finance</td>
<td>118</td>
</tr>
<tr>
<td>Economic Geography</td>
<td>119</td>
</tr>
<tr>
<td>Market Research and Demand Analysis</td>
<td>121</td>
</tr>
<tr>
<td>European Economic Statistics</td>
<td>122</td>
</tr>
<tr>
<td>Global Logistics &amp; Supply Chain Management</td>
<td>123</td>
</tr>
<tr>
<td>International Marketing</td>
<td>124</td>
</tr>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>126</td>
</tr>
<tr>
<td>Econometrics 1</td>
<td>127</td>
</tr>
<tr>
<td>Strategic Marketing</td>
<td>129</td>
</tr>
<tr>
<td>Trade Policy and the World Trading System</td>
<td>131</td>
</tr>
<tr>
<td>Financial Statement Analysis and Business Valuation</td>
<td>133</td>
</tr>
<tr>
<td>Corporate Entrepreneurship</td>
<td>134</td>
</tr>
<tr>
<td>European Competition Policy</td>
<td>136</td>
</tr>
<tr>
<td>Topics in International Marketing</td>
<td>138</td>
</tr>
<tr>
<td>China in the Global Economy</td>
<td>139</td>
</tr>
<tr>
<td>Project Module International Business &amp; Strategy I</td>
<td>140</td>
</tr>
<tr>
<td>Project Module International Business &amp; Strategy II</td>
<td>141</td>
</tr>
<tr>
<td>Digital Marketing I</td>
<td>142</td>
</tr>
<tr>
<td>Digital Marketing II</td>
<td>143</td>
</tr>
<tr>
<td>E-Commerce I</td>
<td>144</td>
</tr>
<tr>
<td>Industrial Management 5</td>
<td>145</td>
</tr>
</tbody>
</table>
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

#### Industrial Management 6

#### Management & Leadership

**Core**

- Strategic Marketing
- Incentives in Organizations
- Human Resource Management and Industrial Relations
- Corporate Entrepreneurship
- Advanced Labour Economics

**Core Electives**

- Strategic Marketing
- Incentives in Organizations
- Human Resource Management and Industrial Relations
- Corporate Entrepreneurship
- Advanced Labour Economics
- Employment Law
- Communication in Business and Economics
- Behavioral Economics
- Change Management
- Market Research and Demand Analysis
- Empirical HR Research with Stata
- Coordination, Budgeting and Incentives in Organizations
- Managerial Analytics & Decision Making
- Microeconometrics
- Econometrics 1
- Econometrics 2
- Econometrics 3
- Strategic Decisions and Competition
- Corporate Strategy
- Digital Entrepreneurship
- Topics in Entrepreneurship
- Topics in HRM and Organization
- Topics in Labour Economics
- Topics in International Marketing
- Project Module Management & Leadership I
- Project Module Management & Leadership II
- Digital Marketing I
- Digital Marketing II
- E-Commerce I
- Industrial Management 5
- Industrial Management 6

#### Operations & Information Management

**Core**

- Industrial Management 2
- Advanced Operations & Logistics Management
- Managerial Analytics & Decision Making
- Analytical Information Systems
- Decision Support Systems

**Core Electives**

- Industrial Management 2
- Advanced Operations & Logistics Management
- Managerial Analytics & Decision Making
- Analytical Information Systems
- Decision Support Systems
- Business Software 1: IS-based Enterprise Management
- Industrial Management 4
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Microeconomics</td>
<td>214</td>
</tr>
<tr>
<td>Contract Theory</td>
<td>215</td>
</tr>
<tr>
<td>Global Logistics &amp; Supply Chain Management</td>
<td>217</td>
</tr>
<tr>
<td>Industrial Management 1</td>
<td>218</td>
</tr>
<tr>
<td>Industrial Management 3</td>
<td>219</td>
</tr>
<tr>
<td>Information Processing within Organizations</td>
<td>220</td>
</tr>
<tr>
<td>Advanced Computational Economics</td>
<td>221</td>
</tr>
<tr>
<td>Econometrics 1</td>
<td>222</td>
</tr>
<tr>
<td>Econometrics 2</td>
<td>224</td>
</tr>
<tr>
<td>Econometrics 3</td>
<td>225</td>
</tr>
<tr>
<td>Project Management and Control</td>
<td>226</td>
</tr>
<tr>
<td>Strategic Decisions and Competition</td>
<td>227</td>
</tr>
<tr>
<td>Strategic Management of Global Supply Chains</td>
<td>229</td>
</tr>
<tr>
<td>Seminar: Supply Chain Competition</td>
<td>230</td>
</tr>
<tr>
<td>Theory of Industrial Organization</td>
<td>231</td>
</tr>
<tr>
<td>Applied Industrial Organization</td>
<td>233</td>
</tr>
<tr>
<td>Topics in Data Science 1</td>
<td>234</td>
</tr>
<tr>
<td>Project Module Operations &amp; Information Management I</td>
<td>235</td>
</tr>
<tr>
<td>Project Module Operations &amp; Information Management II</td>
<td>236</td>
</tr>
<tr>
<td>Industrial Management 5</td>
<td>237</td>
</tr>
<tr>
<td>Industrial Management 6</td>
<td>238</td>
</tr>
<tr>
<td>Topics in Data Science 2</td>
<td>239</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>240</td>
</tr>
<tr>
<td>Seminar: Applied Analytics in Logistics &amp; Supply Chain Management</td>
<td>241</td>
</tr>
</tbody>
</table>

**Compulsory core electives 2: Subjects**

### Strategic Marketing Management

**Core**
- International Marketing
- Strategic Marketing

**Core Electives**
- Strategic Managerial Accounting
- Coordination, Budgeting and Incentives in Organizations
- Business Software 1: IS-based Enterprise Management
- E-Business Strategies
- Digital Marketing I
- Digital Marketing II
- E-Commerce I

### Industrial Management

**Core**
- Industrial Management 1
- Industrial Management 2

**Core Electives**
- Industrial Management 3
- Industrial Management 4
- Advanced Operations & Logistics Management
- Global Logistics & Supply Chain Management
- Managerial Analytics & Decision Making
- Seminar: Supply Chain Competition
- Industrial Management 5
- Industrial Management 6

### Financial Accounting and Business Taxation

**Core**
- Group Accounting
- Economics of Tax Planning
Core Electives

Advanced Financial Accounting 275
Financial Statement Analysis and Business Valuation 276
Tax Accounting 277
Case Studies on Business Taxation 278
Accounting and Capital Markets 279
Portfolio and Capital Market Theory 280
International Financial Management 281

Corporate Finance and Risk Management 284
Core 285
Risk Management 286
Portfolio and Capital Market Theory 287

Core Electives 288
Discounted Cashflow 289
Selected Topics in Corporate Finance 290
Analysis of Financial Market Data 291
Accounting and Capital Markets 292
Financial Statement Analysis and Business Valuation 293
Analytical Information Systems 294
Risk Management - Concepts and Systems 295

Information Systems 297
Core 298
Information Processing within Organizations 299
IT-Management 300

Core Electives 301
Business Software 1: IS-based Enterprise Management 302
E-Business Strategies 303
Analytical Information Systems 304
Topics in Information Systems 1 305
Topics in Information Systems 2 306
Decision Support Systems 307
Topics in Data Science 1 308
Topics in Data Science 2 309

Human Resource Management and Organization 311
Core 312
Incentives in Organizations 313
Human Resource Management and Industrial Relations 314

Core Electives 316
Empirical HR Research with Stata 317
Corporate Entrepreneurship 318
Advanced Labour Economics 320
Coordination, Budgeting and Incentives in Organizations 321
Contract Theory 322
Employment Law 324

Strategic Entrepreneurship 327
Core 328
Corporate Entrepreneurship 329
Corporate Strategy 331

Core Electives 333
Digital Entrepreneurship 334
Project Module Strategic Entrepreneurship 335
E-Business Strategies 336
Project Management and Control 337
Incentives in Organizations 338
Digital Marketing I 339
Digital Marketing II 340
E-Commerce I 341

**Managerial Accounting**

**Core**

Coordination, Budgeting and Incentives in Organizations 344
Strategic Managerial Accounting 345

**Core Electives**

Incentives in Organizations 346
Project Management and Control 347
Accounting and Capital Markets 348
Decision Support Systems 349
Group Accounting 350
Change Management 351

**Logistics and Supply Chain Management**

**Core**

Advanced Operations & Logistics Management 355
Global Logistics & Supply Chain Management 356

**Core Electives**

Strategic Management of Global Supply Chains 358
Managerial Analytics & Decision Making 359
Seminar: Supply Chain Competition 360
Industrial Management 2 361
Industrial Management 3 362
Decision Support Systems 363

**Strategic Corporate Communication**

**Core**

Communication in Business and Economics 366
Business Communication in Print, Online and Social Media 367

**Core Electives**

Project Modul: Crossmedial Business Communication 369
Project Modul: Audiovisual Business Communication 370
Mass Media Processes and Effects 371
Marketing & Strategic Communication 372
Vertical Storytelling 373

**Econometrics**

**Core**

Econometrics 1 376
Econometrics 2 378

**Core Electives**

Econometrics 3 380
Analysis of Financial Market Data 381
Microeconometrics 383
Empirical HR Research with Stata 384
Market Research and Demand Analysis 385
Advanced Computational Economics 386

**Monetary Policy**

**Core**

Monetary Policy and the Financial System 389
Monetary Policy, Foreign Exchange Markets, and the International Monetary System 391

**Core Electives**

DSGE Modelling 394
### Econometrics 1
- 395

### Portfolio and Capital Market Theory
- 397

### Advanced Macroeconomics
- 398

### Applied Empirical Macroeconomics
- 400

### Business Cycles
- 402

### International Economics

#### Core
- International Trade and the Multinational Firm
  - 406
- Trade Policy and the World Trading System
  - 408

#### Core Electives
- Advanced Macroeconomics
  - 411
- Economic Geography
  - 413
- European Competition Policy
  - 415
- European Public Finance
  - 417
- International Economics 1
  - 418

### Strategy, Competition and Policy

#### Core
- Strategic Decisions and Competition
  - 421
- European Competition Policy
  - 423

#### Core Electives
- Theory of Industrial Organization
  - 426
- Applied Industrial Organization
  - 428
- Market Research and Demand Analysis
  - 429
- Advanced Microeconomics
  - 430
- Contract Theory
  - 431
- Econometrics 2
  - 433
- Econometrics 3
  - 434
- European and German Competition Law I for Economists
  - 435
- European and German Competition Law II for Economists
  - 436

### Applied Economic Policy

#### Core
- Advanced Labour Economics
  - 439
- Policy Evaluation Methods
  - 440

#### Core Electives
- Design of Field Experiments and Studies
  - 442
- Topics in Human Capital Development
  - 443
- Topics in Migration
  - 444
- Experimental Economics
  - 445
- Econometrics 1
  - 447
- Advanced Computational Economics
  - 449

### Public Finance

#### Core
- Policy of Taxation
  - 452
- Social Insurance and the Welfare State
  - 453

#### Core Electives
- Optimal Tax Theory
  - 455
- European Public Finance
  - 456
- Advanced Computational Economics
  - 457
- Policy Evaluation Methods
  - 458
- International Taxiation
  - 459

### Strategic Incentive Design

#### Core
- Advanced Microeconomics
  - 462
### Contract Theory

#### Core Electives

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Decisions and Competition</td>
<td>466</td>
</tr>
<tr>
<td>Behavioral Economics</td>
<td>468</td>
</tr>
<tr>
<td>Incentives in Organizations</td>
<td>470</td>
</tr>
<tr>
<td>Coordination, Budgeting and Incentives in Organizations</td>
<td>471</td>
</tr>
<tr>
<td>Optimal Tax Theory</td>
<td>472</td>
</tr>
<tr>
<td>European Competition Policy</td>
<td>473</td>
</tr>
</tbody>
</table>

### Compulsory core electives 3: Seminars

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Marketing Strategy</td>
<td>467</td>
</tr>
<tr>
<td>Advanced Seminar: Industrial Management</td>
<td>477</td>
</tr>
<tr>
<td>Seminar: Financial Accounting</td>
<td>478</td>
</tr>
<tr>
<td>Advanced Seminar: Corporate Finance</td>
<td>479</td>
</tr>
<tr>
<td>Advanced Seminar: Selected Problems in Analytical Tax Research</td>
<td>480</td>
</tr>
<tr>
<td>Advanced Seminar: Enterprise Systems</td>
<td>481</td>
</tr>
<tr>
<td>Advanced Seminar: Topics in Personnel Economics and Organizational Theory</td>
<td>482</td>
</tr>
<tr>
<td>Advanced Seminar: Entrepreneurship and Management</td>
<td>483</td>
</tr>
<tr>
<td>Advanced Seminar: Selected Aspects of Managerial Accounting</td>
<td>484</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>485</td>
</tr>
<tr>
<td>Seminar: Applied Analytics in Logistics &amp; Supply Chain Management</td>
<td>486</td>
</tr>
<tr>
<td>Economic and Business Ethics</td>
<td>487</td>
</tr>
<tr>
<td>Practical Seminar: Economic Journalism</td>
<td>488</td>
</tr>
<tr>
<td>Project Modul: Journalism in Economic Policy</td>
<td>489</td>
</tr>
<tr>
<td>Project: Selected Topics in Business Management and Economics I</td>
<td>490</td>
</tr>
<tr>
<td>Project: Selected Topics in Business Management and Economics II</td>
<td>491</td>
</tr>
<tr>
<td>Seminar: Current Topics in Macroeconomics</td>
<td>492</td>
</tr>
<tr>
<td>International Economics 1</td>
<td>494</td>
</tr>
<tr>
<td>International Economics 2</td>
<td>495</td>
</tr>
<tr>
<td>International Economics 3</td>
<td>496</td>
</tr>
<tr>
<td>International Economics</td>
<td>497</td>
</tr>
<tr>
<td>Advanced Seminar: Industrial Organization</td>
<td>498</td>
</tr>
<tr>
<td>Advanced Seminar: Labour Economics</td>
<td>499</td>
</tr>
<tr>
<td>Advanced Seminar: Public Finance</td>
<td>500</td>
</tr>
<tr>
<td>Advanced Seminar: Econometrics</td>
<td>501</td>
</tr>
<tr>
<td>Seminar: Macroeconomics and Quantitative Economic Research</td>
<td>502</td>
</tr>
<tr>
<td>Seminar: Strategic Incentive Design</td>
<td>503</td>
</tr>
<tr>
<td>Seminar: E-Business Strategies</td>
<td>504</td>
</tr>
</tbody>
</table>

### Compulsory core electives 4: Electives

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Marketing</td>
<td>506</td>
</tr>
<tr>
<td>Industrial Management 1</td>
<td>508</td>
</tr>
<tr>
<td>Industrial Management 2</td>
<td>509</td>
</tr>
<tr>
<td>Industrial Management 3</td>
<td>510</td>
</tr>
<tr>
<td>Global Value Management</td>
<td>511</td>
</tr>
<tr>
<td>Advanced Seminar: Industrial Management</td>
<td>512</td>
</tr>
<tr>
<td>Financial Statement Analysis and Business Valuation</td>
<td>513</td>
</tr>
<tr>
<td>Discounted Cashflow</td>
<td>514</td>
</tr>
<tr>
<td>Economic and Business Ethics</td>
<td>515</td>
</tr>
<tr>
<td>Portfolio and Capital Market Theory</td>
<td>516</td>
</tr>
<tr>
<td>Risk Management</td>
<td>517</td>
</tr>
<tr>
<td>Selected Topics in Corporate Finance</td>
<td>518</td>
</tr>
<tr>
<td>Risk measurement and risk valuation: Concepts and applications for banks</td>
<td>519</td>
</tr>
<tr>
<td>Advanced Seminar: Corporate Finance</td>
<td>520</td>
</tr>
<tr>
<td>Economics of Tax Planning</td>
<td>521</td>
</tr>
<tr>
<td>IT-Management</td>
<td>522</td>
</tr>
<tr>
<td>Incentives in Organizations</td>
<td>523</td>
</tr>
<tr>
<td>Human Resource Management and Industrial Relations</td>
<td>524</td>
</tr>
</tbody>
</table>
### Advanced Seminar: Topics in Personnel Economics and Organizational Theory

526

### Strategic Managerial Accounting

527

### Coordination, Budgeting and Incentives in Organizations

528

### Accounting and Capital Markets

529

### Change Management

530

### Advanced Seminar: Selected Aspects of Managerial Accounting

531

### Advanced Operations & Logistics Management

532

### Global Logistics & Supply Chain Management

533

### Seminar: Applied Analytics in Logistics & Supply Chain Management

534

### Managerial Analytics & Decision Making

535

### Strategic Management of Global Supply Chains

536

### Seminar: Supply Chain Competition

537

### Monetary Policy and the Financial System

538

### Monetary Policy, Foreign Exchange Markets, and the International Monetary System

540

### DSGE Modelling

541

### Seminar: Current Topics in Macroeconomics

542

### Seminar: Macroeconomics and Quantitative Economic Research

543

### Economic Geography

544

### International Trade and the Multinational Firm

545

### Advanced Macroeconomics

546

### International Economics 1

547

### International Economics 2

548

### International Economics 3

549

### International Economics

550

### Trade Policy and the World Trading System

551

### Market Research and Demand Analysis

552

### Strategic Decisions and Competition

553

### Theory of Industrial Organization

554

### Applied Industrial Organization

555

### European Competition Policy

556

### Advanced Seminar: Industrial Organization

557

### Topics in Labour Economics

558

### Policy Evaluation Methods

559

### Design of Field Experiments and Studies

560

### Experimental Economics

561

### Topics in Human Capital Development

562

### Topics in Migration

563

### Advanced Seminar: Labour Economics

564

### European Public Finance

565

### Policy of Taxation

566

### Social Insurance and the Welfare State

567

### Advanced Computational Economics

568

### Advanced Seminar: Public Finance

569

### European Economic Statistics

570

### Econometrics 1

571

### Econometrics 2

572

### Econometrics 3

573

### Analysis of Financial Market Data

574

### Microeconometrics

575

### Advanced Seminar: Econometrics

576

### Advanced Microeconomics

577

### Contract Theory

578

### Behavioral Economics

579

### Topics in Data Science 1

580

### Topics in Information Systems 1

581

### Topics in Information Systems 2

582

### Seminar: Strategic Incentive Design

583

---

**Module Catalogue for the Subject Management**

Master’s with 1 major, 120 ECTS credits

---

**JMU Würzburg • generated 19-Jul-2022 • exam. reg. data record Master (120 ECTS) Management - 2022**

**page 10 / 641**
<table>
<thead>
<tr>
<th>Module Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication in Business and Economics</td>
<td>598</td>
</tr>
<tr>
<td>Business Communication in Print, Online and Social Media</td>
<td>599</td>
</tr>
<tr>
<td>Project Modul: Crossmedial Business Communication</td>
<td>600</td>
</tr>
<tr>
<td>Project Modul: Audiovisual Business Communication</td>
<td>601</td>
</tr>
<tr>
<td>Project Modul: Journalism in Economic Policy</td>
<td>602</td>
</tr>
<tr>
<td>Selected Topics in Business Management and Economics 1</td>
<td>603</td>
</tr>
<tr>
<td>Selected Topics in Business Management and Economics 2</td>
<td>604</td>
</tr>
<tr>
<td>Selected Topics in Business Management and Economics 3</td>
<td>605</td>
</tr>
<tr>
<td>Selected Topics in Business Management and Economics 4</td>
<td>606</td>
</tr>
<tr>
<td>Selected Topics in Business Information Systems 1</td>
<td>607</td>
</tr>
<tr>
<td>Selected Topics in Business Information Systems 2</td>
<td>608</td>
</tr>
<tr>
<td>Topics in Business Information Systems 1</td>
<td>609</td>
</tr>
<tr>
<td>Topics in Business Information Systems 2</td>
<td>610</td>
</tr>
<tr>
<td>Project: Selected Topics in Business Management and Economics I</td>
<td>611</td>
</tr>
<tr>
<td>Project: Selected Topics in Business Management and Economics II</td>
<td>612</td>
</tr>
<tr>
<td>Information Processing within Organizations</td>
<td>613</td>
</tr>
<tr>
<td>Seminar: Marketing and Strategic Communication</td>
<td>614</td>
</tr>
<tr>
<td>Project Module Strategic Entrepreneurship</td>
<td>615</td>
</tr>
<tr>
<td>Digital Marketing I</td>
<td>616</td>
</tr>
<tr>
<td>Digital Marketing II</td>
<td>617</td>
</tr>
<tr>
<td>E-Commerce I</td>
<td>618</td>
</tr>
<tr>
<td>Empirical HR Research with Stata</td>
<td>619</td>
</tr>
<tr>
<td>Managerial Practice Lectures</td>
<td>620</td>
</tr>
<tr>
<td>Advanced Seminar: Marketing Strategy</td>
<td>621</td>
</tr>
<tr>
<td>Seminar: Financial Accounting</td>
<td>622</td>
</tr>
<tr>
<td>Advanced Seminar: Selected Problems in Analytical Tax Research</td>
<td>623</td>
</tr>
<tr>
<td>Advanced Seminar: Enterprise Systems</td>
<td>624</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>625</td>
</tr>
<tr>
<td>Seminar: E-Business Strategies</td>
<td>626</td>
</tr>
<tr>
<td>Advanced Seminar: Entrepreneurship and Management</td>
<td>627</td>
</tr>
<tr>
<td>Practical Seminar: Economic Journalism</td>
<td>628</td>
</tr>
<tr>
<td>Applied Empirical Macroeconomics</td>
<td>629</td>
</tr>
<tr>
<td>Business Cycles</td>
<td>631</td>
</tr>
<tr>
<td>Topics in Data Science 2</td>
<td>633</td>
</tr>
<tr>
<td>Economist Practice Lectures</td>
<td>634</td>
</tr>
<tr>
<td>Industrial Management 5</td>
<td>635</td>
</tr>
<tr>
<td>Industrial Management 6</td>
<td>636</td>
</tr>
<tr>
<td>Information Systems and Artificial Intelligence 1</td>
<td>637</td>
</tr>
<tr>
<td>Information Systems and Artificial Intelligence 2</td>
<td>638</td>
</tr>
<tr>
<td>Topics in Macroeconomics</td>
<td>639</td>
</tr>
<tr>
<td>Thesis</td>
<td>640</td>
</tr>
<tr>
<td>Master Thesis Management</td>
<td>641</td>
</tr>
</tbody>
</table>
The subject is divided into

<table>
<thead>
<tr>
<th>section / sub-section</th>
<th>ECTS credits</th>
<th>starting page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compulsory core electives 1: Majors</td>
<td>60</td>
<td>16</td>
</tr>
<tr>
<td>Digital Business Strategy</td>
<td>60</td>
<td>17</td>
</tr>
<tr>
<td>Core</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Core Electives</td>
<td>40</td>
<td>25</td>
</tr>
<tr>
<td>Finance, Accounting &amp; Taxation</td>
<td>60</td>
<td>48</td>
</tr>
<tr>
<td>Core</td>
<td>20</td>
<td>49</td>
</tr>
<tr>
<td>Core Electives</td>
<td>40</td>
<td>57</td>
</tr>
<tr>
<td>International Business &amp; Strategy</td>
<td>60</td>
<td>98</td>
</tr>
<tr>
<td>Core</td>
<td>20</td>
<td>99</td>
</tr>
<tr>
<td>Core Electives</td>
<td>40</td>
<td>109</td>
</tr>
<tr>
<td>Management &amp; Leadership</td>
<td>60</td>
<td>147</td>
</tr>
<tr>
<td>Core</td>
<td>20</td>
<td>148</td>
</tr>
<tr>
<td>Core Electives</td>
<td>40</td>
<td>157</td>
</tr>
<tr>
<td>Operations &amp; Information Management</td>
<td>60</td>
<td>198</td>
</tr>
<tr>
<td>Core</td>
<td>20</td>
<td>199</td>
</tr>
<tr>
<td>Core Electives</td>
<td>40</td>
<td>205</td>
</tr>
<tr>
<td>Compulsory core electives 2: Subjects</td>
<td>60</td>
<td>242</td>
</tr>
<tr>
<td>Strategic Marketing Management</td>
<td>20</td>
<td>243</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>244</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>249</td>
</tr>
<tr>
<td>Industrial Management</td>
<td>20</td>
<td>258</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>259</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>262</td>
</tr>
<tr>
<td>Financial Accounting and Business Taxation</td>
<td>20</td>
<td>271</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>272</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>275</td>
</tr>
<tr>
<td>Corporate Finance and Risk Management</td>
<td>20</td>
<td>284</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>285</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>288</td>
</tr>
<tr>
<td>Information Systems</td>
<td>20</td>
<td>297</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>298</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>301</td>
</tr>
<tr>
<td>Human Resource Management and Organization</td>
<td>20</td>
<td>311</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>312</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>316</td>
</tr>
<tr>
<td>Strategic Entrepreneurship</td>
<td>20</td>
<td>327</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>328</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>333</td>
</tr>
<tr>
<td>Managerial Accounting</td>
<td>20</td>
<td>342</td>
</tr>
<tr>
<td>Core</td>
<td>10</td>
<td>343</td>
</tr>
<tr>
<td>Core Electives</td>
<td>10</td>
<td>346</td>
</tr>
<tr>
<td>Logistics and Supply Chain Management</td>
<td>20</td>
<td>353</td>
</tr>
</tbody>
</table>
### Module Catalogue for the Subject Management

#### Master's with 1 major, 120 ECTS credits

| Core | 10 | 354 |
| Core Electives | 10 | 357 |
| Strategic Corporate Communication | 20 | 364 |
| Core | 10 | 365 |
| Core Electives | 10 | 368 |
| Econometrics | 20 | 374 |
| Core | 10 | 375 |
| Core Electives | 10 | 379 |
| Monetary Policy | 20 | 387 |
| Core | 10 | 388 |
| Core Electives | 10 | 393 |
| International Economics | 20 | 404 |
| Core | 10 | 405 |
| Core Electives | 10 | 410 |
| Strategy, Competition and Policy | 20 | 419 |
| Core | 10 | 420 |
| Core Electives | 10 | 425 |
| Applied Economic Policy | 20 | 437 |
| Core | 10 | 438 |
| Core Electives | 10 | 441 |
| Public Finance | 20 | 450 |
| Core | 10 | 451 |
| Core Electives | 10 | 454 |
| Strategic Incentive Design | 20 | 460 |
| Core | 10 | 461 |
| Core Electives | 10 | 465 |
| Compulsory core electives 3: Seminars | 10 | 475 |
| Compulsory core electives 4: Electives | 20 | 505 |
| Thesis | 30 | 640 |
Content and Objectives of the Programme

The Master's degree in Management is offered by the JMU's Faculty of Economics and Business as a research-oriented degree leading to the degree "Master of Science" (M.Sc.) as part of a consecutive Bachelor's and Master's model.

The aim of the course is to provide students with in-depth knowledge in the field of management science and scientific work in research and application and to enable them to carry out independent research in this area after successfully completing their studies.

Through education and training in analytical thinking and in particular on the basis of the basic scientific knowledge already acquired from the bachelor's degree as well as the in-depth and expanded business knowledge acquired in the master's degree, the students acquire the ability to familiarize themselves with a wide range of tasks and to apply the knowledge they have acquired independently and to new ones transfer tasks.
Abbreviations used

Course types: E = field trip, K = colloquium, O = conversatorium, P = placement/lab course, R = project, S = seminar, T = tutorial, Ü = exercise, V = lecture

Term: SS = summer semester, WS = winter semester

Methods of grading: NUM = numerical grade, B/NB = (not) successfully completed

Regulations: (L)ASPO = general academic and examination regulations (for teaching-degree programmes), FSB = subject-specific provisions, SFB = list of modules

Other: A = thesis, LV = course(s), PL = assessment(s), TN = participants, VL = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

    ASPO2015

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

    27-Apr-2022 (2022-30)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.
Compulsory core electives 1: Majors
(60 ECTS credits)
Digital Business Strategy
(60 ECTS credits)
Core
(20 ECTS credits)
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing I</td>
<td>12-M-DM1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automize and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

### Intended learning outcomes

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

### Courses

(V (2) + Ü (2))

Module taught in: English

### Method of assessment

(a) written examination (approx. 60 to 120 minutes) or (b) term paper (15 to 20 pages)

Language of assessment: English

Module is creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
### Contents

E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

### Intended learning outcomes

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
<th>Language (if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
<td>English</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment

- a) written examination (approx. 60 to 120 minutes) or
- b) term paper (15 to 20 pages)

Language of assessment: English

Creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Corporate Entrepreneurship | 12-M-UGF1-182-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes
On successful completion of this module students will be able to:
- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action
<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
<tr>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
</tr>
<tr>
<td>Language of assessment: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Module title | Abbreviation
---|---
Digital Entrepreneurship | 12-M-UGF3-182-m01

Module coordinator | Module offered by
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Intended learning outcomes
Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) log (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
Language of assessment: English

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
E-Business Strategies | 12-M-IBS-192-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

**Intended learning outcomes**

- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.
- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.
- Transfer the concepts to real business situations

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
Creditable for bonus
Language of assessment: German and/or English

**Allocation of places**

40 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Core Electives
(40 ECTS credits)
Module title | Abbreviation
--- | ---
Digital Marketing I | 12-M-DM1-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

Intended learning outcomes

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand how to implement these tools successfully in business practice.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Commerce I</td>
<td>12-M-EC1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

**Intended learning outcomes**

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)  
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)  
Language of assessment: English  
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Corporate Entrepreneurship
Abbreviation: 12-M-UGf1-182-m01

Module coordinator: Holder of the Chair of Entrepreneurship and Strategy
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: Numerical grade
Duration: 1 semester
Module level: Graduate
Other prerequisites: --

Contents:
This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

1. Introduction to corporate entrepreneurship
2. Antecedents and forms of corporate entrepreneurship
3. Corporate strategy and corporate entrepreneurship
4. Organizational structure and corporate entrepreneurship
5. Human resource management and corporate entrepreneurship
6. Building supportive organizational cultures
7. Entrepreneurial control systems
8. Entrepreneurial leadership
9. The corporate entrepreneur as a champion and diplomat
10. The pay-off from corporate entrepreneurship
11. Corporate venture capital
12. Corporate entrepreneurship in nonprofit and government organizations
13. Universities and academic spin-offs
14. Wrap-up and Q&A

Intended learning outcomes

Educational aims:
- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes:
On successful completion of this module students will be able to:
- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action
<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
</table>
| V (2) + Ü (2)  
Module taught in: English                                                   |

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
</table>
| a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)  
Language of assessment: English |

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
## Module Catalogue for the Subject Management
### Master’s with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Strategy</td>
<td>12-M-UGF2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Entrepreneurship and Strategy</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

1. Developing strategies in pursuit of competitive advantage
2. Corporate diversification
3. Vertical integration and outsourcing
4. Mergers & acquisitions
5. Dynamic strategies
6. Cooperative strategies
7. Corporate spin-offs and spin-outs
8. Internationalization strategies (I)
9. Internationalization strategies (II)
10. Strategic change
11. Corporate strategies and new technologies
12. Corporate governance and corporate social responsibility
13. Corporate communication and crisis management
14. Wrap-up and Q&A

### Intended learning outcomes

#### Educational aims
- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

#### Learning outcomes

On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
<td>Language of assessment: English</td>
</tr>
</tbody>
</table>

| Allocation of places | -- |

| Additional information | -- |

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>
Module title: Digital Entrepreneurship

Abbreviation: 12-M-UGF3-182-m01

Module coordinator: Holder of the Chair of Entrepreneurship and Strategy

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Numerical grade

Duration: 1 semester

Module level: Graduate

Other prerequisites: --

Contents:

Intended learning outcomes:
Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation.

Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 to 120 minutes) or b) log (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
Language of assessment: English

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
Module title | Abbreviation
---|---
E-Business Strategies | 12-M-IBS-192-m01

Module coordinator | Module offered by
Holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

Intended learning outcomes
- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.
- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.
- Transfer the concepts to real business situations

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
Creditable for bonus
Language of assessment: German and/or English

Allocation of places
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication in Business and Economics</td>
<td>12-M-BUC-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

**Intended learning outcomes**

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
## Module title
Digital Marketing II

### Abbreviation
12-M-DM2-182-m01

### Module coordinator
Holder of the Junior Professorship of Digital Marketing and E-Commerce

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

## Contents
Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm’s divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation’s digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

### Structure of the class:
- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

### Intended learning outcomes
Studierende lernen in diesem Kurs, zentrale Konzepte des Online- und Offline-Marketings gezielt und bezogen auf die jeweilige Unternehmenssituation anzuwenden. Der Kurs bildet somit die Brücke zwischen Theorievermittlung und entsprechende Anwendung in der Unternehmenspraxis.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
- Assessment offered: In the semester in which the course is offered
- Language of assessment: English
- creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject Management
**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Media Processes and Effects</td>
<td>06-MK-MKW1-Ex-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Professorship of Media and Business Communication</td>
<td>Institute of Human Computer Media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English

**Allocation of places**

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Business Software 1: IS-based Enterprise Management
Abbreviation: 12-GPU-192-m01

Module coordinator: Holder of the Chair of Business Management and Business Information Systems
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.
Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
c) Term paper (15 to 20 pages) or

Creditable for bonus
Language of assessment: German and/or English
Assessment offered: Once a year, winter semester

Allocation of places

20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information
--
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Project Management</td>
<td>10-I=PM-212-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Chair of Computer Science IX</td>
<td>Institute of Computer Science</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods.

**Intended learning outcomes**

The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.

**Courses**

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (4)</td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 to 120 minutes).

If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).

Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

We recommend completing module 10-I=PRJAK in parallel.

Focuses available for students of the Master’s programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project - Current Topics in Computer Science</td>
<td>10-I=PRJAK-212-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Chair of Computer Science IX</td>
<td>Institute of Computer Science</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Completion of a project task (in Teams).

**Intended learning outcomes**

The project allows participants to work on a problem in computer science in teams.

**Courses** (type, number of weekly contact hours, language — if other than German)

P (4)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- project report (10 to 15 pages) and presentation of project (15 to 30 minutes)
- Language of assessment: German and/or English
- Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)

**Allocation of places**

--

**Additional information**

Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits):
AT, SE, IT, KI, ES, LR, HCI, GE

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title
Topics in International Marketing

Abbreviation
12-M-TMA-182-m01

Module coordinator
Dean of the Faculty of Business Management and Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Duration
1 semester

Contents
This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses
V (2) + Ü (2)

Method of assessment
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I
(examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT-Management</td>
<td>12-M-ITM-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Content:

This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:

1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:

- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

**Intended learning outcomes**

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>12-M-MADM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

### Intended learning outcomes

- After completing this course students can
  1. better understand and structure problems;
  2. apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
  3. implement advanced analytical methods to support decision making under risk.

### Courses

- **V (2) + Ü (2)**

- Module taught in: English

### Method of assessment

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)

- Language of assessment: English

- creditable for bonus

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)

- --
## Module: Mobile and Ubiquitous Business

<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
<th><strong>Abbreviation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile and Ubiquitous Business</td>
<td>12-M-MUS-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Module offered by</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS</strong></th>
<th><strong>Method of grading</strong></th>
<th><strong>Only after succ. compl. of module(s)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Duration</strong></th>
<th><strong>Module level</strong></th>
<th><strong>Other prerequisites</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.

### Intended learning outcomes

- Understand the technological basics of mobile & ubiquitous computing.
- Analysing business applications in processes, products/services and business models
- Apply the concepts learned to real-life problems in a business context

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ü (2)</td>
<td>V (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language — if other than German</th>
<th>Examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</td>
<td>German and/or English</td>
<td></td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Project Management and Control
---|---
Abbreviation | 12-M-PROM-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Holder of the Chair of Business Management, Management Accounting and Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module offered by</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method of grading</td>
<td>numerical grade</td>
</tr>
<tr>
<td>Only after succ. compl. of module(s)</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>1 semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module level</td>
<td>graduate</td>
</tr>
<tr>
<td>Other prerequisites</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes

Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.

Courses

| (type, number of weekly contact hours, language — if other than German) |
|---|---|
| S (2) | |

Method of assessment

| (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) |
|---|---|
| written examination (approx. 60 minutes) | Language of assessment: German and/or English creditable for bonus |

Allocation of places

--

Additional information

--

Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module Digital Business Strategy I</td>
<td>12-M-PDBUS1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.

### Intended learning outcomes
As a result of accreditng multiple kinds of modules, a description of acquired skills cannot be given.

### Courses (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>S (2)</th>
<th>Module taught in: English</th>
</tr>
</thead>
</table>

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1
- Assessment offered: In the semester in which the course is offered
- Language of assessment: German and/or English creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title

Project Module Digital Business Strategy II

### Abbreviation

12-M-PDBUS2-182-m01

### Module coordinator

Dean of the Faculty of Business Management and Economics

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Finance, Accounting & Taxation
(60 ECTS credits)
Core
(20 ECTS credits)
<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
<th><strong>Abbreviation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio and Capital Market Theory</td>
<td>12-M-CF2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Module offered by</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS</strong></th>
<th><strong>Method of grading</strong></th>
<th><strong>Only after succ. compl. of module(s)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Duration</strong></th>
<th><strong>Module level</strong></th>
<th><strong>Other prerequisites</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td></td>
</tr>
</tbody>
</table>

**Contents**

This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

**Syllabus:**

1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

**Intended learning outcomes**

This module enables the students

(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;

(ii) to understand and use the central CAPM propositions for valuating risky assets.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy of Taxation</td>
<td>12-M-F1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

**Contents:**
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Taxation and household decisions

### Intended learning outcomes

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Accounting</td>
<td>12-M-GA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module taught in:</th>
<th>English</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
</table>
| written examination (approx. 60-120 minutes)  
Language of assessment: German and/or English  
creditable for bonus |

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination, Budgeting and Incentives in Organizations</td>
<td>12-M-KOBO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

## Intended learning outcomes

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

## Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

## Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

## Allocation of places

--

## Additional information

--

## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

**Economics of Tax Planning**

**Abbreviation**

12-M-SP-161-m01

### Module coordinator

Holder of the Chair of Business Taxation

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Only after succ. compl. of module(s)

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

## Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

### Intended learning outcomes

This course enables students to

(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;

(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;

(iii) read and discuss research and policy papers in the field of taxation.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
# Module Catalogue for the Subject Management
## Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Financial Management</td>
<td>12-M-IFM-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy, Master Management

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

## Intended learning outcomes

Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.

## Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

## Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Language of assessment: English

creditable for bonus

## Allocation of places

--

## Additional information

--
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Core Electives

(40 ECTS credits)
Module title | Abbreviation
--- | ---
Portfolio and Capital Market Theory | 12-M-CF2-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Corporate Finance | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

Syllabus:
1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

Intended learning outcomes
This module enables the students
(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;
(ii) to understand and use the central CAPM propositions for valuating risky assets.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Accounting</td>
<td>12-M-GA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60-120 minutes)</td>
<td></td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
<td></td>
</tr>
<tr>
<td>creditable for bonus</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>


# Module Catalogue for the Subject Management

Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy of Taxation</td>
<td>12-M-F1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

### Description:
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

### Contents:
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Taxation and household decisions

### Intended learning outcomes
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
## Module: Coordination, Budgeting and Incentives in Organizations

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination, Budgeting and Incentives in Organizations</td>
<td>12-M-KOBO-182-m01</td>
</tr>
</tbody>
</table>

### Module coordinator

**Holder of the Chair of Business Management, Management Accounting and Control**

### Module offered by

**Faculty of Business Management and Economics**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
- Economics of Tax Planning

### Abbreviation
- 12-M-SP-161-m01

### Module coordinator
- Holder of the Chair of Business Taxation

### Module offered by
- Faculty of Business Management and Economics

### ECTS
- **5**

### Method of grading
- Numerical grade

### Only after succ. compl. of module(s)
- --

### Duration
- 1 semester

### Module level
- Graduate

### Other prerequisites
- --

### Contents
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

### Intended learning outcomes
This course enables students to

(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;

(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;

(iii) read and discuss research and policy papers in the field of taxation.

### Courses
- **V (2) + Ü (2)**

### Method of assessment
- (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

### Allocation of places
- --

### Additional information
- --

### Referred to in LPO I
- (examination regulations for teaching-degree programmes)

- --
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounted Cashflow</td>
<td>12-M-CF1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module covers discounted cashflow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.

**Syllabus:**

1. Introduction
2. DCF Theory under certainty
   1. NPV without taxes
   2. NPV with personal taxes
   3. NPV with corporate taxes
3. DCF Theory under uncertainty
   1. DCF basics
   2. Valuation of unlevered companies
   3. Valuation of levered companies
4. Practice of DCF methods

**Intended learning outcomes**

After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management</td>
<td>12-M-CF3-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.

1. Introduction
2. Futures & Forwards
3. Swaps
4. Options
5. Measures of risk

### Intended learning outcomes

Upon completion of this module students will be able to,

(i) independently determine the fair value of the derivatives discussed, as well as

(ii) to understand and evaluate common capital market hedging strategies.

### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Selected Topics in Corporate Finance

Abbreviation: 12-M-CF4-182-m01

Module coordinator: Holder of the Chair of Corporate Finance

Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new chairs that are not yet included in the regular curriculum.
The chair holder will ensure that the courses are eligible for credit transfer.

Intended learning outcomes:
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses:
V (2) + Ü (2)

Method of assessment:
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus: --

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
### Module title
Financial Statement Analysis and Business Valuation

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>12-M-UA-161-m01</th>
</tr>
</thead>
</table>

### Module coordinator
Holder of the Chair of Financial Accounting

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

### Intended learning outcomes
Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation techniques to real-world cases and recommend investment decisions.

### Courses
(type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- written examination (approx. 60 to 120 minutes)
- Language of assessment: German and/or English creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Financial Accounting</td>
<td>12-M-AFA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60 minutes)</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>


Module title | Abbreviation
---|---
Tax Accounting | 12-M-STB-161-m01

Module coordinator | Module offered by
Holder of the Chair of Business Taxation | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
This module introduces the various methods of income recognition in the German Income Tax Code (Einkommensteuergesetz, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

**Intended learning outcomes**
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
## Module title

**Advanced VAT**

### Abbreviation

12-M-UF-161-m01

## Module coordinator

Holder of the Chair of Business Taxation

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

Numerical grade

### Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

Graduate

## Other prerequisites

--

## Contents

The module provides students with more in-depth insights into complex national issues (e.g., holding structures) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.

## Intended learning outcomes

Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students are able to analyze and solve complex facts of a case from a German VAT point of view as well as to recognize problems arising from international constellations. They are able to determine the VAT-treatment using German VAT law and the European VAT directive. The students are able to identify and make use of simplification rules (intra-Community triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature.

## Courses

**(type, number of weekly contact hours, language — if other than German)**

V (2) + Ü (2)

## Method of assessment

**(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each, approx. 20 minutes)

Language of assessment: German and/or English

## Allocation of places

--

## Additional information

--

## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
**Module title**
Tax-Optimized Business Organization

<table>
<thead>
<tr>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-M-RFW-222-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**
Holder of the Chair of Business Taxation

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
This course deals with tax aspects of the choice and change of legal form of business activities. Static and dynamic models are used to calculate the effective tax burden from ongoing business activities but also from a-periodic measures like divestments, mergers, or changes of the legal form. Our perspective is that of an investor resident in Germany investing in incorporated and unincorporated businesses in Germany and abroad.

**Intended learning outcomes**
This course enables students to
(i) analyze and evaluate the tax effects of business activities in different legal forms from an investor’s perspective;
(ii) calculate the tax burden from ongoing business activities in Germany and abroad;
(iii) calculate the tax burden from a-periodic events like divestments, purchases, mergers, and changes of legal form.

**Courses**
(2) + Ü (2)

**Method of assessment**
written examination (approx. 60 minutes) or term paper (approx. 15 pages) and presentation of term paper (approx. 20 minutes), weighted 60:40
Assessment offered: To be announced
Language of assessment: German and/or English

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
International Taxiation | 12-M-IB-161-m01

Module coordinator | Module offered by
Holder of the Chair of Business Taxation | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.

Intended learning outcomes
After completion of the module students are able
(i) to assess tax issues of cross-border business activities and develop structured solutions;
(ii) to assess the economic effects of rules of international tax law on its own;
(iii) systematically apply double tax treaties.

The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.

Courses (type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2
Assessment offered: To be announced
Language of assessment: German and/or English creditable for bonus

Allocation of places
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies on Business Taxation</td>
<td>12-M-FER-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Taxation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
<td></td>
</tr>
</tbody>
</table>

**Contents**

This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.

**Intended learning outcomes**

Students deepen their knowledge of the German tax law. They are enabled to solve complex tax problems on their own.

**Courses (type, number of weekly contact hours, language — if other than German)**

S (2)

**Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**

Written examination (approx. 120 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Managerial Accounting</td>
<td>12-M-INST-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.

**Intended learning outcomes**

Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Management and Control</td>
<td>12-M-PROM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

**Intended learning outcomes**

Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Capital Markets</td>
<td>12-M-REKA-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.

### Intended learning outcomes

Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

### Courses

<table>
<thead>
<tr>
<th>Type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Decisions and Competition</td>
<td>12-M-SDC-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory
   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets
3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

**Intended learning outcomes**

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

### Module title

<table>
<thead>
<tr>
<th>Contract Theory</th>
</tr>
</thead>
</table>

| Abbreviation | 12-M-CT-222-m01 |

### Module coordinator

Holder of the Chair of Contract Theory and Information Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

| 5 | numerical grade | -- |

### Duration

| 1 semester | graduate | -- |

### Contents

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


### Intended learning outcomes

After completing the course students will be able to

- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

### Courses

| V (2) + Ü (2) |

Module taught in: English

### Method of assessment

- a) written examination (approx. 60 minutes) or
- b) term paper (approx. 15 pages)

Language of assessment: German and/or English

### Allocation of places

--
### Additional information

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
Module title: Monetary Policy and the Financial System
Abbreviation: 12-M-EG1-222-m01

Module coordinator: Holder of the Chair of Monetary Policy and International Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: Only after succ. compl. of module(s)
Numerical grade: --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes:
Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and apply models and theories to analyze and evaluate these.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places:
--

Additional information:
--
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title
Optimal Tax Theory

Abbreviation
12-M-F4-182-m01

Module coordinator
Holder of the Chair of Public Finance

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents

Description:
The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.

Reading: Lecture notes will be provided.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Intended learning outcomes

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.

Courses

(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Module taught in: English

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-182-m01

Module coordinator | Module offered by
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" and "Financial Econometrics".

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: German (winter semester), English (summer semester)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English credible for bonus

Allocation of places

--
### Additional information

---

**Referred to in LPO I**  (examination regulations for teaching-degree programmes)

---
## Econometrics 2

### Abbreviation
12-M-OE2-182-m01

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics 2</td>
<td>12-M-OE2-182-m01</td>
</tr>
</tbody>
</table>

### Module coordinator
Holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents

**Description:**
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

### Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyses and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

### Courses

| (type, number of weekly contact hours, language — if other than German) |
|---|---|
| V (2) + Ü (2) |

### Method of assessment

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English
creditable for bonus

### Allocation of places

--

### Additional information

Research track module in Master's programme IEP

**Referred to in LPO I** *(examination regulations for teaching-degree programmes)*

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics 3</td>
<td>12-M-OE3-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid.

**Syllabus:**
1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary uni- and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

### Intended learning outcomes
The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

**Courses**

- **V (2) + Ü (2)**

**Method of assessment**

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: German and/or English
- creditable for bonus

**Allocation of places**

- --

**Additional information**

- Research track module in Master's programme IEP
- **Referred to in LPO I** (examination regulations for teaching-degree programmes)
## Module title
Analysis of Financial Market Data

### Abbreviation
12-M-FMO-182-m01

### Holder of the Chair of Econometrics
Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>only after succ. compl. of module(s)</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Contents
**Description:**
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(1)MA and ARCH/GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.

**Syllabus:**
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

**Reading:**

### Intended learning outcomes
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus
### Allocation of places

---

### Additional information

<table>
<thead>
<tr>
<th>Research track module in Master's programme IEP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>

---
### Social Insurance and the Welfare State

#### Module title
Social Insurance and the Welfare State

#### Abbreviation
12-M-F3-182-m01

#### Module coordinator
Holder of the Chair of Public Finance

#### Module offered by
Faculty of Business Management and Economics

#### ECTS
5

#### Method of grading
numerical grade

#### Duration
1 semester

#### Module level
graduate

#### Other prerequisites
--

### Contents

#### Description:
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

#### Reading:
lecture notes provided by Chair.

#### Contents:
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Why do we need a public pension system?
6. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes
After completing the module “Theorie der Sozialversicherung” students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses

#### (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Contact Hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
<td></td>
</tr>
<tr>
<td>Ü</td>
<td>(2)</td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

#### (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Selected Topics in Analytical Tax Research

Module title
Abbreviation
Selected Topics in Analytical Tax Research 12-M-TBS-161-m01

Module coordinator
Holder of the Chair of Business Taxation

Module offered by
Faculty of Business Management and Economics

ECTS Method of grading Only after succ. compl. of module(s)
5 numerical grade --

Duration Module level Other prerequisites
1 semester graduate --

Contents
This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO 1 (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytical Information Systems</td>
<td>12-BI-192-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.

### Intended learning outcomes

The module provides students with knowledge of:
- Data Manipulation
- Data Engineering
- Descriptive Analytics
- Predictive Analytics and Data Mining
- Supervised Learning
- Unsupervised Learning
- Neural Networks and Deep Learning
- Text Mining
- Big Data Technologies

### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Written examination (approx. 60 Minutes)
Creditable for bonus
Language of assessment: German and/or English

### Allocation of places

40 places.

WM1:
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Data Science 1</td>
<td>12-M-TDS-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.

The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.

**Intended learning outcomes**

Topics covered include:
- Data acquisition and processing
- graph and network models
- text analysis
- working with geospatial data
- Usage of machine learning models (supervised and unsupervised)

**Courses**

V (2) + Ü (2)
Module taught in: English

**Method of assessment**

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English
Assessment offered: In the semester in which the course is offered creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
Module title: Project Module Finance, Accounting & Taxation I
Abbreviation: 12-M-PFACT1-182-m01

Module coordinator: Dean of the Faculty of Business Management and Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 10
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.

Intended learning outcomes:
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses:
V (2) + Ü (2)

Method of assessment:
(project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English

Allocation of places:
--

Additional information:
--

Referred to in LPO I:
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module Finance, Accounting &amp; Taxation II</td>
<td>12-M-PFACT2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
International Financial Management

### Abbreviation
12-M-IFM-222-m01

### Module coordinator
Holder of the Chair of Monetary Policy and International Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy, Master Management

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

### Intended learning outcomes
Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: English
creditable for bonus

### Allocation of places
--

### Additional information
--
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Financial Accounting</td>
<td>12-M-ATER-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

| Courses (type, number of weekly contact hours, language — if other than German) |
| V (2) + Ü (2) |

| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) |
| a) written examination (approx. 60 minutes) or  
b) term paper (approx. 15 pages) or  
c) oral examination of one candidate each (approx. 20 minutes)  
Language of assessment: German and/or English  
creditable for bonus |

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
International Business & Strategy
(60 ECTS credits)
Core

(20 ECTS credits)
Module title | Abbreviation
---|---
Corporate Strategy | 12-M-UGF2-182-m01

| Module coordinator | Module offered by |
---|---|
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics |

| ECTS | Method of grading | Only after succ. compl. of module(s) |
---|---|---|
5 | numerical grade | -- |

| Duration | Module level | Other prerequisites |
---|---|---|
1 semester | graduate | -- |

Contents

This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

1. Developing strategies in pursuit of competitive advantage
2. Corporate diversification
3. Vertical integration and outsourcing
4. Mergers & acquisitions
5. Dynamic strategies
6. Cooperative strategies
7. Corporate spin-offs and spin-outs
8. Internationalization strategies (I)
9. Internationalization strategies (II)
10. Strategic change
11. Corporate strategies and new technologies
12. Corporate governance and corporate social responsibility
13. Corporate communication and crisis management
14. Wrap-up and Q&A

Intended learning outcomes

Educational aims

- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes

On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
<tr>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
</tr>
<tr>
<td>Language of assessment: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
## Module title
Strategic Management of Global Supply Chains

### Module title (Abbreviation)
Strategic Management of Global Supply Chains (12-M-SMGS-182-m01)

### Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

## Contents
**Description:**
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

### Intended learning outcomes
After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

## Courses
**(type, number of weekly contact hours, language — if other than German)**

V (2) + Ü (2)
Module taught in: English

## Method of assessment
**(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**

Written examination (approx 60 minutes)
Language of assessment: German and/or English

## Allocation of places
--

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title
International Trade and the Multinational Firm

Abbreviation
12-M-ITMF-182-m01

Module coordinator
Holder of the Chair of International Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numeronal grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents

Content

The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]

Outline

I Ricardian Trade Theory

II Heckscher-Ohlin Trade Theory

III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition

IV Firm Heterogeneity, Trade and FDI

V The Multinational Firm

Literature:

The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:


Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening
of the international division of labor, in particular the repercussions of the global economy on national economies.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
</tr>
<tr>
<td>Ü</td>
<td>(2)</td>
</tr>
</tbody>
</table>

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: English
- creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

**Strategic Decisions and Competition**

### Abbreviation

12-M-SDC-182-m01

### Module coordinator

Holder of the Chair of Industrial Economics

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory
   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets
3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

### Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
Creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
International Financial Management | 12-M-IFM-222-m01

| Module coordinator | Module offered by |
---|---|
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics |

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | -- |

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | -- |

Contents

The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy, Master Management

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes

Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--
Core Electives

(40 ECTS credits)
Module title | Abbreviation
--- | ---
Corporate Strategy | 12-M-UGF2-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

1. Developing strategies in pursuit of competitive advantage
2. Corporate diversification
3. Vertical integration and outsourcing
4. Mergers & acquisitions
5. Dynamic strategies
6. Cooperative strategies
7. Corporate spin-offs and spin-outs
8. Internationalization strategies (I)
9. Internationalization strategies (II)
10. Strategic change
11. Corporate strategies and new technologies
12. Corporate governance and corporate social responsibility
13. Corporate communication and crisis management
14. Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes
On successful completion of this module students will be able to:
- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
<td>Language of assessment: English</td>
</tr>
</tbody>
</table>

| Allocation of places | -- |

| Additional information | -- |

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>
### Strategic Management of Global Supply Chains

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Management of Global Supply Chains</td>
<td>12-M-SMGS-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

**Intended learning outcomes**
After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

**Courses** *(type, number of weekly contact hours, language — if other than German)*

V (2) + Ü (2)  
Module taught in: English

**Method of assessment** *(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)*

written examination (approx 60 minutes)  
Language of assessment: German and/or English  
creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** *(examination regulations for teaching-degree programmes)*
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Trade and the Multinational Firm</td>
<td>12-M-ITMF-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Content**

The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]

**Outline**

I Ricardian Trade Theory
II Heckscher-Ohlin Trade Theory
III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition
IV Firm Heterogeneity, Trade and FDI
V The Multinational Firm

**Literature:**

The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:


**Intended learning outcomes**

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening
of the international division of labor, in particular the repercussions of the global economy on national economies.

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)</td>
<td>Language of assessment: English creditable for bonus</td>
</tr>
</tbody>
</table>

| Allocation of places | -- |

| Additional information | -- |

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
### Module title

**Strategic Decisions and Competition**

| Abbreviation | 12-M-SDC-182-m01 |

### Module coordinator

Holder of the Chair of Industrial Economics  
Faculty of Business Management and Economics

### ECTS

**5**

### Method of grading

- numerical grade

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory
   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets
3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

### Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2) Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
## Module title

**DSGE Modelling**

### Abbreviation

12-M-DMM-222-m01

---

### Module coordinator

Head of the Work Group of Empirical Economics

### Module offered by

Faculty of Business Management and Economics

---

### ECTS

5

### Method of grading

Numerical grade

### Only after succ. compl. of module(s)

--

---

### Duration

1 semester

### Module level

Graduate

### Other prerequisites

--

---

### Contents

The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

---

### Intended learning outcomes

The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:

- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variable techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.

Based on the course students are able themselves to design and implement DSGE models.

---

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

---

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or
- b) term paper (approx. 15 pages)

Language of assessment: German and/or English

---

### Allocation of places

--

---

### Additional information

Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)

--

---
Module title: European Public Finance

Abbreviation: 12-M-EFP-222-m01

Module coordinator: Holder of the Chair of Public Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate

Contents:
The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.

Course contents:
1. The European Union: History and Institutions
2. The Budget of the European Union
3. Economic Analysis of the Brexit Process
4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU
5. Tax Competition or Tax Coordination in Europe?
6. European Climate Policy: Emission Trading and Green Deal

Intended learning outcomes:
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to discuss and analyze more specific policy problems.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

Allocation of places:
There are no restrictions with regard to available places for students of the Master’s degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information:

---

Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title

Economic Geography

Abbreviation

12-M-EG-182-m01

Module coordinator

Holder of the Chair of International Economics

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

numerical grade

Only after succ. compl. of module(s)

--

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

Der Kurs wird in Englisch gelesen

Content

The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allo-

cation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities

and city systems, and the economic geography of regions and countries.

I Motivation and Facts

II Location Basics

- Forces Shaping the Location of Economic Activity in Space

- Some Intellectual Background

III Urban and Regional Economics

- The Spatial Structure of Cities

- City Systems

III New Economic Geography

- From the New Trade Theory to the New Economic Geography

- Footloose Capital Model and Policy Applications

- Core Periphery Models and Policy Applications

- Empirics

Literature:

The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Region

al Economics (current and previous volumes) are heavily used. Useful books are:

Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cam-

bridge University Press


cy, Princeton, 2003

Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Prin-

ceton University Press

Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press

Krugman, P.R., 1991, Geography and Trade, MIT Press

### Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language — if other than German</th>
<th>Module taught in: English</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ü</td>
<td>(2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

- a) written examination (approx. 60 to 90 minutes)
- b) term paper (approx. 15 pages)

Language of assessment: English

Creditable for bonus

### Allocation of places

---

### Additional information

---

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

---
Module title | Abbreviation
--- | ---
Market Research and Demand Analysis | 12-M-EIO-182-m01

| Holder of the Chair of Industrial Economics | Faculty of Business Management and Economics |
--- | ---

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

| Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

1. (Recap of) Econometric methods
   - Ordinary Least Squares (OLS)
   - Endogeneity and how to deal with it (Instrumental Variables)

2. Estimation of demand
   - Representative consumer models
   - Multinomial Logit Model (ML) and extensions
   - Discrete choice models with individual data
   - Discrete choice models with aggregate data

3. Further applications
   - Demand and Supply estimation
   - Inferring marginal costs
   - Using structural models for counterfactual policy analysis

Intended learning outcomes

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German; examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

Research track module in Master's programme IEP

Referred to in LPO (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Economic Statistics</td>
<td>12-M-EWS-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Outline of syllabus:
1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

**Intended learning outcomes**

Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Logistics &amp; Supply Chain Management</td>
<td>12-M-GLSC-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: International Marketing

Abbreviation: 12-M-IJM-161-m01

Module coordinator: Holder of the Chair of Business Management and Marketing

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester

Module level: Graduate

Other prerequisites: --

Contents

Description:
The module builds on the knowledge acquired during the Bachelor’s degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

Outline of syllabus:
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

Reading:

Intended learning outcomes

Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

Courses

(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: German and/or English

Allocation of places

--
### Additional information

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>

---
### Contents

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

### Intended learning outcomes

After completing this course students can

(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

### Courses

- **V (2) + Ü (2)**
- Module taught in: English

### Method of assessment

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
- Language of assessment: English
- Creditable for bonus

### Additional information

--
**Module title**  
Econometrics 1

**Abbreviation**  
12-M-OE1-182-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Description:**  
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

**Intended learning outcomes**

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: German (winter semester), English (summer semester)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--
### Additional information

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
## Contents

### Description:

The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

### Content:

Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

### Outline of syllabus:

1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

### Reading:


### Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

### Courses

<table>
<thead>
<tr>
<th>type</th>
<th>number of weekly contact hours</th>
<th>language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>type</th>
<th>scope</th>
<th>language — if other than German</th>
<th>examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination</td>
<td>approx. 60 minutes</td>
<td>German and/or English</td>
<td></td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Trade Policy and the World Trading System | 12-M-TP-182-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of International Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Content

The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.

Outline

1. The evolution of the world trading system and current issues
2. Trade policy instruments and their effects under perfect competition
3. The competition effect of trade opening
4. Domestic distortions
5. International market power and trade policy
6. Political economy and the world trading system

Literatur:

The main text used is:


The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:


Basic refreshers are

This literature is complemented by papers from scholarly journals.

### Intended learning outcomes

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
<th>Language (if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td>Ü (2)</td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language (if other than German)</th>
<th>Examination Offered</th>
<th>Information on Whether Module is Creditable for Bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>written examination (approx. 60 to 120 minutes)</td>
<td>German and/or English</td>
<td>-</td>
<td>creditable for bonus</td>
</tr>
<tr>
<td>b)</td>
<td>term paper (15 to 20 pages)</td>
<td>German and/or English</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

### Allocation of places

- 

### Additional information

- 

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Statement Analysis and Business Valuation</td>
<td>12-M-UA-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

**Intended learning outcomes**

Students can understand publicly traded companies’ financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation techniques to real-world cases and recommend investment decisions.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 to 120 minutes)
Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Corporate Entrepreneurship | 12-M-UGF1-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Entrepreneurship and Strategy</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

**Intended learning outcomes**

**Educational aims**

- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

**Learning outcomes**

On successful completion of this module students will be able to:

- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action
### Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Weekly Contact Hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td>English</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: English

### Allocation of places

--

### Additional information

--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title: European Competition Policy
Abbreviation: 12-M-WPE-192-m01

Module coordinator: Holder of the Chair of Industrial Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester

Contents:
Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

Intended learning outcomes:
After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

Courses (type, number of weekly contact hours, language — if other than German)
V (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 to 120 minutes) or
b) Term paper (15 to 20 pages)
Creditable for bonus
Language of assessment: English

Allocation of places:
There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be alloca-
listed to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

### Additional information

---

### Referred to in LPO I (examination regulations for teaching-degree programmes)

---
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in International Marketing</td>
<td>12-M-TMA-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

(type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: China in the Global Economy  
Abbreviation: 04-CBE3-212-m01

Module coordinator: holder of the Chair of China Business and Economics  
Module offered by: Institute of East and South Asian Cultural Studies

ECTS: 5  
Method of grading: numerical grade  
Duration: 2 semester  
Module level: graduate  
Other prerequisites: --

Contents:
Over the past decades Chinese have emerged as important players in the global economy and the Chinese government as an important power in global economic governance. This module offers an introduction into China's international economic relations both from an economic and a political perspective. It specifically addresses strategies of Chinese firms for global markets and explores whether and how these differ compared to suggestions in standard international business and economics literature.

Intended learning outcomes:
Students learn to assess the importance of China's economy in the global context and to evaluate China's international economic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of Chinese firms. The module enables them to analyze emerging issues in international trade and investment from both the Chinese and an international perspective.

Courses:
(type, number of weekly contact hours, language — if other than German)
V (2) + S (2)  
Module taught in: English and Chinese

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or  
b) oral examination of one candidate each (approx. 15 minutes)  
Language of assessment: English and Chinese  
creditable for bonus

Allocation of places:
--

Additional information:
--

Referred to in LPO I:
(examination regulations for teaching-degree programmes)  
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module International Business &amp; Strategy I</td>
<td>12-M-PIBST1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module is designed to provide credit for work completed in project seminars in International Business & Strategy.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module International Business &amp; Strategy II</td>
<td>12-M-PIBST2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module is designed to provide credit for work completed in project seminars in International Business & Strategy.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- project (approx 15 pages, e.g. term paper, documentation, preparing a contribution) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

Creditable for bonus: --

**Allocation of places**

---

**Additional information**

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing I</td>
<td>12-M-DM1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automatize and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

### Intended learning outcomes

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

### Courses

- **(type, number of weekly contact hours, language — if other than German)**
  - V (2) + Ü (2)

Module taught in: English

### Method of assessment

- **(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**
  - a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Language of assessment: English
creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
## Module: Digital Marketing II

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing II</td>
<td>12-M-DM2-182-m01</td>
</tr>
</tbody>
</table>

### Module Coordinator

Holders of the Junior Professorship of Digital Marketing and E-Commerce

### Module Offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of Grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

<table>
<thead>
<tr>
<th>Module level</th>
<th>Other Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm’s divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation’s digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

### Structure of the Class:

- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

### Intended Learning Outcomes

Students learn in this course, central concepts of online and offline marketing to be applied to the respective business situation. The course thus forms the bridge between theory transfer and corresponding application in business practice.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td>English</td>
</tr>
</tbody>
</table>

### Module Taught In:

English

### Method of Assessment

- a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: English

### Allocation of Places

--

### Additional Information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
<th><strong>Abbreviation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Commerce I</td>
<td>12-M-EC1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Module offered by</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS</strong></th>
<th><strong>Method of grading</strong></th>
<th><strong>Only after succ. compl. of module(s)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Duration</strong></th>
<th><strong>Module level</strong></th>
<th><strong>Other prerequisites</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

**Intended learning outcomes**

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
## Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 5</td>
<td>12-M-NMA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

- 

### Intended learning outcomes

- 

### Courses (type, number of weekly contact hours, language — if other than German)

S (4)

Module taught in: German and/or English

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 40 to 60 minutes) or
b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or
c) term paper (approx. 30 to 40 pages) or
d) portfolio (approx. 50 hours)

Language of assessment: German and/or English

Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

### Allocation of places

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

### Additional information

Module can be taught in form of E Learning course or as a block.

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 6</td>
<td>12-M-NMB-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (4) Module taught in: German and/or English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 40 to 60 minutes) or</td>
</tr>
<tr>
<td>b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or</td>
</tr>
<tr>
<td>c) term paper (approx. 30 to 40 pages) or</td>
</tr>
<tr>
<td>d) portfolio (approx. 50 hours)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English
Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 places.</td>
</tr>
</tbody>
</table>

Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
(2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
(3) Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
(4) Among applicants with the same average grade, places will be allocated by lot.

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module can be taught in form of E Learning course or as a block.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Management & Leadership
(60 ECTS credits)
Core
(20 ECTS credits)
## Module Catalogue for the Subject Management
### Master’s with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Marketing</td>
<td>12-M-SM-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Marketing</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

**Content:**
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

**Outline of syllabus:**
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

**Reading:**

**Intended learning outcomes**

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- written examination (approx. 60 minutes)
- Language of assessment: German and/or English

**Allocation of places**

- 

**Additional information**

- 

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

-
Module title | Abbreviation
---|---
Incentives in Organizations | 12-M-AO-222-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Human Resource Management and Organisation | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

Intended learning outcomes

Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resource Management and Industrial Relations</td>
<td>12-M-HRM-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.

**Syllabus**

Introduction: Human Resource Management & Industrial Relationships

Chapter 1: The employment contract [formal model]

Chapter 2: Motivation [formal model]

Chapter 3: Employee resistance against reorganisations [empirical study]

Chapter 4: The role of works councils [formal model]

Chapter 5: Works councils and the employer wage structure [empirical study]

Chapter 6: The behaviour of labour unions [formal model]

Chapter 7: Learning process of employers [formal model and empirical study]

Chapter 8: Demographic challenges of HRM [formal model and empirical study]

**Intended learning outcomes**

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

**Allocation of places**

There are no restrictions with regard to available places for students of the Master’s degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
### Additional information

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
Module title
Corporate Entrepreneurship

Abbreviation
12-M-UGF1-182-m01

Module coordinator
Holder of the Chair of Entrepreneurship and Strategy

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

1. Introduction to corporate entrepreneurship
2. Antecedents and forms of corporate entrepreneurship
3. Corporate strategy and corporate entrepreneurship
4. Organizational structure and corporate entrepreneurship
5. Human resource management and corporate entrepreneurship
6. Building supportive organizational cultures
7. Entrepreneurial control systems
8. Entrepreneurial leadership
9. The corporate entrepreneur as a champion and diplomat
10. The pay-off from corporate entrepreneurship
11. Corporate venture capital
12. Corporate entrepreneurship in nonprofit and government organizations
13. Universities and academic spin-offs
14. Wrap-up and Q&A

Intended learning outcomes
Educational aims
• Clarify the role of corporate entrepreneurship
• Explain theoretical concepts and mechanisms behind corporate entrepreneurship
• Enable students to critically appraise alternative approaches to corporate entrepreneurship
• Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes
On successful completion of this module students will be able to:
• Create and evaluate concepts related to corporate entrepreneurship
• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
• Make judgements about the organizational and managerial implications of corporate entrepreneurship
• Systematically choose between different routes of action
<table>
<thead>
<tr>
<th>Courses  (type, number of weekly contact hours, language — if other than German)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2) Module taught in: English</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
<td></td>
</tr>
<tr>
<td>Language of assessment: English</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I  (examination regulations for teaching-degree programmes)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Module title  |  Abbreviation
---|---
Advanced Labour Economics  |  12-M-OEA-222-m01

Module coordinator | Module offered by
Holder of the Chair of Labor Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

This course provides an overview of the field of modern labor economics. The course will cover the following topics:
1. Labor supply
2. Labor demand
3. Human capital formation
4. Compensating wage differentials
5. Discrimination

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.

The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.

Intended learning outcomes

The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places

--

Additional information

--

Referred to in LPO I  (examination regulations for teaching-degree programmes)

--
Core Electives

(40 ECTS credits)
Module title: Strategic Marketing
Abbreviation: 12-M-SM-161-m01

Module coordinator: Holder of the Chair of Business Management and Marketing
Module offered by: Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:

**Intended learning outcomes**

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Written examination (approx. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO l** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Incentives in Organizations | 12-M-AO-222-m01

Module coordinator

Holder of the Chair of Human Resource Management and Organisation

Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

Intended learning outcomes

Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Human Resource Management and Industrial Relations | 12-M-HRM-222-m01

Module coordinator

Holder of the Chair of Human Resource Management and Organisation

Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.

Syllabus

Introduction: Human Resource Management & Industrial Relationships

Chapter 1: The employment contract [formal model]

Chapter 2: Motivation [formal model]

Chapter 3: Employee resistance against reorganisations [empirical study]

Chapter 4: The role of works councils [formal model]

Chapter 5: Works councils and the employer wage structure [empirical study]

Chapter 6: The behaviour of labour unions [formal model]

Chapter 7: Learning process of employers [formal model and empirical study]

Chapter 8: Demographic challenges of HRM [formal model and empirical study]

Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

Allocation of places

There are no restrictions with regard to available places for students of the Master’s degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
### Module title

**Corporate Entrepreneurship**

**Abbreviation**

12-M-UGF1-182-m01

### Module coordinator

**Holder of the Chair of Entrepreneurship and Strategy**

Faculty of Business Management and Economics

### ECTS

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

### Contents

This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

1. Introduction to corporate entrepreneurship
2. Antecedents and forms of corporate entrepreneurship
3. Corporate strategy and corporate entrepreneurship
4. Organizational structure and corporate entrepreneurship
5. Human resource management and corporate entrepreneurship
6. Building supportive organizational cultures
7. Entrepreneurial control systems
8. Entrepreneurial leadership
9. The corporate entrepreneur as a champion and diplomat
10. The pay-off from corporate entrepreneurship
11. Corporate venture capital
12. Corporate entrepreneurship in nonprofit and government organizations
13. Universities and academic spin-offs
14. Wrap-up and Q&A

### Intended learning outcomes

**Educational aims**

- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

**Learning outcomes**

On successful completion of this module students will be able to:

- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action
### Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td>Ü (2)</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 120 minutes)
- b) term paper (15 to 20 pages)
- c) oral examination of one candidate each (approx. 10 to 15 minutes)
- oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: English

### Allocation of places

--

### Additional information

--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Advanced Labour Economics | 12-M-OEA-222-m01

Module coordinator | Module offered by
Holder of the Chair of Labor Economics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This course provides an overview of the field of modern labor economics. The course will cover the following topics:
1. Labor supply
2. Labor demand
3. Human capital formation
4. Compensating wage differentials
5. Discrimination

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.

The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.

Intended learning outcomes
The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Law</td>
<td>12-M-AFW-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Contents: employment and labour law and works constitution law incl. collective agreement law

**Employment and Labour law**

Legal sources of employment and labour law

Definitions, employment and labour law, employees

The employment contract

- Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract
- General Equal Treatment Act, claims for damages by applicants
- Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship
- Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation
- General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences
- Limitation of the term of the employment contract, fixed term employment contracts

Rights and duties arising from the employment relationship

- Primary and secondary duties
- Employer's right to issue instructions, permissible and impermissible instructions
- Sickness, obligations to report and provide evidence under the Continued Remuneration Act
- Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety
- Granting of holiday leave
- Continued payment of wages in the event of illness, restrictions

Severe disability, special rights and protection against dismissal

Working hours and the Working Hours Act

The warning, formal and material requirements, consequences

Termination of employment

- Termination agreement
- Termination of employment
- Formal requirements
- Ordinary and extraordinary termination by the employer
- Behavioral termination
- Person-related (illness-related) dismissal
• Dismissal for operational reasons
• Special protection against dismissal

Works constitution law incl. collective bargaining law

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

• Works council elections
• Start, end, duration of term of office
• Legal status of members, honorary office, leave of absence, special protection against dismissal
• Entitlement for training, works council costs
• Works meetings
• General works council, group works council, youth/apprentice representation

Material co-determination of the works council, participation

• Information rights (access to gross pay roll, expert advice)
• Consultation rights (consultation before each dismissal, right to object)
• Consultation rights (involvement of the economic committee, changes in operations)

Co-determination in the narrower sense

• Rights of consent and objection (staff questionnaire, selection guidelines, recruitment, transfers)
• Refusal of consent, legal proceedings Substitution of consent

Co-determination rights

• Enforceable co-determination, conciliation board, composition, procedure, decision
• Mandatory co-determination rights of works council, e.g. regarding
• Conduct of the workplace (smoking and alcohol bans, formalized sick leave talks, occupational integration management)
• Working hours, breaks, shift and flexi-time models, overtime, short-time work
• Holidays, company holidays
• Technical equipment for monitoring (time recording, access systems, video surveillance, telephone and internet use, skills database)
• Occupational health and safety
• Social facilities (canteen, company kindergarten)
• Company wage structure, remuneration (piece rates, bonuses)
• Company changes, reconciliation of interests and social plan

Collective bargaining law

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

Collective arbitration board in cases of compulsory works council co-determination

Intended learning outcomes

At the end of this course, students will have the following competences:
Students gain solid basic knowledge of employment and labour law, the works council and its tasks and an overview of collective agreement law. At the same time, methodically and substantively sound legal knowledge is conveyed and practical relevance is established with case studies and current case law.

By working on an exam in the form of a legal opinion, the students are taught to solve a demanding legal issue with legal problems in a given time. Within a narrow thematic field and a time-limited framework, they are able to work on a legal issue in a well-founded and largely independent manner.

Within the framework of the term paper on a judgement of the Federal Labour Court, the students deal with a concrete case and the case law of the highest German labour court. They are familiarised with the methods of legal work and are enabled to work independently in a problem-solving manner. In addition to understanding the facts of the case and the legal problems, they will focus primarily on the consequences of the judgement for their practice. Here, the legal knowledge imparted will be implemented with a practical approach and the opportunity to creatively develop their own recommendations on how to deal with the judgement. In addition, the students present the case and their own conclusions for practice. In the group discussion, the other students have the opportunity to gather further knowledge and actively participate in the exchange of opinions on current judgements and case law.

The knowledge imparted is relevant for a wide range of professional fields of activity and is especially valuable for students who will work in the field of human resources or are interested in the field of employee management.

Courses (type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
[a) written examination (approx. 120 minutes) and b) talk (approx. 30 minutes), weighted 3:2] or [a) written examination (approx. 120 minutes) and b) presentation (approx. 15 minutes) and c) written elaboration of presentation (approx. 10 pages), weighted 3:1:1]

Allocation of places
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication in Business and Economics</td>
<td>12-M-BUC-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

### Intended learning outcomes

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

### Courses

<table>
<thead>
<tr>
<th>Type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment

<table>
<thead>
<tr>
<th>Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60 minutes)</td>
</tr>
<tr>
<td>Language of assessment: English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title
Behavioral Economics

Abbreviation
12-M-BEC-222-m01

Module coordinator
Holder of the Chair of Contract Theory and Information Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as an extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings.

As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class “Advanced Microeconomics”.

While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:

- Wakker (2010): “Prospect Theory for Risk and Ambiguity”

Intended learning outcomes
After completing the course students will be able to
- explain essential findings of behavioral economic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (15 pages)
Language of assessment: English
Assessment offered: In the semester in which the course is offered creditable for bonus

Allocation of places
--

Additional information
--
<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Module title: Change Management

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change Management</td>
<td>12-M-CIU-222-m01</td>
</tr>
</tbody>
</table>

Module coordinator: Holder of the Chair of Business Management, Management Accounting and Control

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.

Intended learning outcomes:

After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.

Courses (type, number of weekly contact hours, language — if other than German):

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus):

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered creditable for bonus

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research and Demand Analysis</td>
<td>12-M-EIO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

1. (Recap of) Econometric methods
   - Ordinary Least Squares (OLS)
   - Endogeneity and how to deal with it (Instrumental Variables)
2. Estimation of demand
   - Representative consumer models
   - Multinomial Logit Model (ML) and extensions
   - Discrete choice models with individual data
   - Discrete choice models with aggregate data
3. Further applications
   - Demand and Supply estimation
   - Inferring marginal costs
   - Using structural models for counterfactual policy analysis

**Intended learning outcomes**

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empirical HR Research with Stata</td>
<td>12-M-EPF-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>The seminar “Empirische Personalforschung” (“Empirical Personnel Economics”) introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>term paper (approx. 10 pages)</td>
</tr>
<tr>
<td>Assessment offered: Once a year as announced</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination, Budgeting and Incentives in Organizations</td>
<td>12-M-KOBO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>12-M-MADM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

### Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2) + Ü (2)</td>
<td>English</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language — if other than German</th>
<th>Examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>written examination (approx. 60 minutes)</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>term paper (approx. 15 to 20 pages)</td>
<td>English</td>
<td></td>
</tr>
</tbody>
</table>

Language of assessment: English
creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Table:

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microeconometrics</td>
<td>12-M-MIK-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Econometrics

**Module offered by**

Faculty of Business Management and Economics

**ECTS** | **Method of grading** | **Only after succ. compl. of module(s)**
--- | --- | ---
5 | numerical grade | --

**Duration** | **Module level** | **Other prerequisites**
--- | --- | ---
1 semester | graduate | --

**Contents**

The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.

**Outline**

What is microeconometrics?

Models for qualitatively dependent variables

Models for limited dependent variables

Time-dependent models

**References**


**Intended learning outcomes**

Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.

**Courses** (type, number of weekly contact hours, language — if other than German)

Ü (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-182-m01

| Module coordinator | Module offered by |
--- | ---
Holder of the Chair of Econometrics | Faculty of Business Management and Economics |

| ECTS | Method of grading | Only after succ. compl. of module(s) |
--- | --- | ---
5 | numerical grade | -- |

| Duration | Module level | Other prerequisites |
--- | --- | ---
1 semester | graduate | -- |

Contents

Description:
The module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions. Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" and "Financial Econometrics".

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German (winter semester), English (summer semester)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
## Module title

**Econometrics 2**

### Abbreviation

12-M-OE2-182-m01

### Module coordinator

Holder of the Chair of Econometrics

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Method of grading

Only after succ. compl. of module(s)

### ECTS

5

### Content

**Description:**
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

### Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyses and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" and "Financial Econometrics".

### Courses

<table>
<thead>
<tr>
<th>type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

(a) written examination (approx. 60 minutes) or (b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Econometrics 3 | 12-M-OE3-182-m01

Module coordinator | Module offered by
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Description:**
This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration.

Linear algebra is used as formal aid.

**Syllabus:**
1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary uni- and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

**Intended learning outcomes**
The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Strategic Decisions and Competition

Abbreviation: 12-M-SDC-182-m01

Module coordinator: Holder of the Chair of Industrial Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: Graduate

Other prerequisites: --

Contents:

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory

1. Noncooperative simultaneous move games
2. Nash equilibrium
3. Models of oligopoly markets

3. Dynamic Games

1. Two(-multi) stage games and subgame perfect equilibrium
2. Role of commitment in dynamic situations
3. Models of advertising
4. Wage bargaining and unions

4. Repeated Games

1. Emergence of coordination in long interactions
2. Collusion between competing firms
3. Time consistent monetary policy

5. Static games of incomplete Information

1. Bayesian Nash equilibrium
2. Auctions

6. Dynamic games of incomplete information

1. Moral hazard and nonlinear pricing
2. Perfect Bayesian equilibrium
3. Signalling games
4. Job-market signalling
5. Corporate investment and capital structure

Intended learning outcomes:

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

**Courses** (type, number of weekly contact hours, language — if other than German)
- V (2) + Ü (2)
- Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
- a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
- Language of assessment: English
- Creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
Module title
Corporate Strategy

Abbreviation
12-M-UGF2-182-m01

Module coordinator
Holder of the Chair of Entrepreneurship and Strategy

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

(1) Developing strategies in pursuit of competitive advantage
(2) Corporate diversification
(3) Vertical integration and outsourcing
(4) Mergers & acquisitions
(5) Dynamic strategies
(6) Cooperative strategies
(7) Corporate spin-offs and spin-outs
(8) Internationalization strategies (I)
(9) Internationalization strategies (II)
(10) Strategic change
(11) Corporate strategies and new technologies
(12) Corporate governance and corporate social responsibility
(13) Corporate communication and crisis management
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
• Clarify the role of corporate strategy
• Explain theoretical concepts and mechanisms behind corporate strategy
• Enable students to critically appraise alternative approaches to corporate strategy
• Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes
On successful completion of this module students will be able to:
• Assess the role of corporate strategy for creating and sustaining competitive advantage
• Create and evaluate concepts related to corporate strategy
• Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
<td>Language of assessment: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td></td>
</tr>
</tbody>
</table>
Module title: Digital Entrepreneurship

Abbreviation: 12-M-UGF3-182-m01

Module coordinator: Holder of the Chair of Entrepreneurship and Strategy

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Intended learning outcomes:
Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation.

Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
(a) written examination (approx. 60 to 120 minutes) or (b) log (15 to 20 pages) or (c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
Language of assessment: English

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
### Topics in Entrepreneurship

**Module title:** Topics in Entrepreneurship

**Abbreviation:** 12-M-TENT-182-m01

**Module coordinator:** Holder of the Chair of Entrepreneurship and Strategy

**Module offered by:** Faculty of Business Management and Economics

**ECTS:** 5

**Method of grading:** numerical grade

**Duration:** 1 semester

**Module level:** graduate

**Other prerequisites:**

**Contents:**

This module serves the crediting of achievements:
- from domestic or foreign universities
- of short-term additional offers
- Offers of new chairs before they are included in the subject-specific regulations.

Credit eligibility is provided by the chair holders.

**Intended learning outcomes:**

Due to the crediting of different modules, no competence description can be made.

**Courses:**

- V (2) + Ü (2)

**Method of assessment:**

a) written examination (approx. 60 to 120 minutes) or b) log (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in HRM and Organization</td>
<td>12-M-THRM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This is a dummy module for not regular lectures.

**Intended learning outcomes**

Due to the crediting of different modules, no competence description can be made.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
Topics in Labour Economics

### Abbreviation
12-M-TLE-182-m01

### Module coordinator
Holder of the Chair of Labor Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
Due to the crediting of different modules, no competence description can be made.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in International Marketing</td>
<td>12-M-TMA-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module Management &amp; Leadership I</td>
<td>12-M-PMALE1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module is designed to provide credit for work completed in project seminars in Management & Leadership.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module Management &amp; Leadership II</td>
<td>12-M-PMAL2E2-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**
Dean of the Faculty of Business Management and Economics

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

**Contents**
This module is designed to provide credit for work completed in project seminars in Management & Leadership.

**Intended learning outcomes**
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
project (approx 15 pages, e.g. term paper, documentation, preparing a contribution) and presentation (approx 15 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing I</td>
<td>12-M-DM1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

**Intended learning outcomes**

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing II</td>
<td>12-M-DM2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm’s divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation’s digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

**Structure of the class:**

- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

**Intended learning outcomes**

Studierende lernen in diesem Kurs, zentrale Konzepte des Online- und Offline-Marketings gezielt und bezogen auf die jeweilige Unternehmenssituation anzuwenden. Der Kurs bildet somit die Brücke zwischen Theorievermittlung und entsprechende Anwendung in der Unternehmenspraxis.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
E-Commerce I | 12-M-EC1-182-m01

Module coordinator | Module offered by
---|---
Holder of the Junior Professorship of Digital Marketing and E-Commerce | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

Intended learning outcomes
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 5</td>
<td>12-M-NMA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (4)</td>
</tr>
<tr>
<td>Module taught in: German and/or English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 40 to 60 minutes) or</td>
</tr>
<tr>
<td>b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or</td>
</tr>
<tr>
<td>c) term paper (approx. 30 to 40 pages) or</td>
</tr>
<tr>
<td>d) portfolio (approx. 50 hours)</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 places.</td>
</tr>
<tr>
<td>Should the number of applications exceed the number of available places, places will be allocated as follows:</td>
</tr>
<tr>
<td>(1) Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.</td>
</tr>
<tr>
<td>(2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).</td>
</tr>
<tr>
<td>(3) Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).</td>
</tr>
<tr>
<td>(4) Among applicants with the same average grade, places will be allocated by lot.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module can be taught in form of E Learning course or as a block.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 6</td>
<td>12-M-NMB-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

- 

**Intended learning outcomes**

- 

**Courses** (type, number of weekly contact hours, language — if other than German)

- S (4)
  Module taught in: German and/or English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 40 to 60 minutes) or
- b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or
- c) term paper (approx. 30 to 40 pages) or
- d) portfolio (approx. 50 hours)

Language of assessment: German and/or English
Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

**Allocation of places**

20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

**Additional information**

Module can be taught in form of E Learning course or as a block.

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

- 

---
Operations & Information Management
(60 ECTS credits)
Core

(20 ECTS credits)
Module title: Industrial Management 2
Abbreviation: 12-M-LA-182-m01

Module coordinator: Holder of the Chair of Business Management and Industrial Management
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

Intended learning outcomes:
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

Courses:
V (2) + Ü (2)
Course type: might also be offered as eLearning, seminary, workshop, etc.

Method of assessment:
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)
Language of assessment: German and/or English
creditable for bonus: --

Allocation of places:
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Operations &amp; Logistics Management</td>
<td>12-M-AOLM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

### Intended learning outcomes

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>12-M-MADM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>Graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
**Module title**  
Analytical Information Systems

**Abbreviation**  
12-BI-192-m01

**Module coordinator**  
Holder of the Chair of Business Analytics

**Module offered by**  
Faculty of Business Management and Economics

**ECTS**  
5

**Method of grading**  
 numerical grade

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

**Contents**
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.

**Intended learning outcomes**
The module provides students with knowledge of:

- Data Manipulation
- Data Engineering
- Descriptive Analytics
- Predictive Analytics and Data Mining
- Supervised Learning
- Unsupervised Learning
- Neural Networks and Deep Learning
- Text Mining
- Big Data Technologies

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Written examination (approx. 60 Minutes)
Creditable for bonus
Language of assessment: German and/or English

**Allocation of places**

40 places.

WM1:
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**

--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
## Module title
Decision Support Systems

## Abbreviation
12-M-DSS-192-m01

## Module coordinator
Holder of the Chair of Business Analytics

## Module offered by
Faculty of Business Management and Economics

## ECTS
5

## Method of grading
Numerical grade

## Only after succ. compl. of module(s)
--

## Duration
1 semester

## Module level
Graduate

## Other prerequisites
--

### Contents
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

### Intended learning outcomes
After successfully completing the course, students should be able to
- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement decision support systems

### Courses
V (2) + Ü (2)

### Method of assessment
(a) Written examination (approx. 60 minutes) or
(b) Oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)
Creditable for bonus
Language of assessment: German and/or English

### Allocation of places
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Core Electives

(40 ECTS credits)
### Module title

**Industrial Management 2**

**Abbreviation**

12-M-LA-182-m01

---

### Module coordinator

Holder of the Chair of Business Management and Industrial Management

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

---

### Contents

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

### Intended learning outcomes

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

### Courses

(type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

Course type: might also be offered as eLearning, seminar, workshop, etc.

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

---

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Advanced Operations & Logistics Management | 12-M-AOLM-182-m01

Module coordinator | Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes
After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>12-M-MADM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Analytical Information Systems | 12-BI-192-m01

Module coordinator | Module offered by
Holder of the Chair of Business Analytics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.

Intended learning outcomes
The module provides students with knowledge of:
- Data Manipulation
- Data Engineering
- Descriptive Analytics
- Predictive Analytics and Data Mining
- Supervised Learning
- Unsupervised Learning
- Neural Networks and Deep Learning
- Text Mining
- Big Data Technologies

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
Written examination (approx. 60 Minutes)
Creditable for bonus
Language of assessment: German and/or English

Allocation of places
40 places.
WM1:
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Decision Support Systems | 12-M-DSS-192-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

**Intended learning outcomes**
After successfully completing the course, students should be able to
- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement decision support systems

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

Creditable for bonus
Language of assessment: German and/or English

**Allocation of places**
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
### Module title

**Business Software 1: IS-based Enterprise Management**

| Abbreviation       | 12-GPU-192-m01 |

### Module coordinator

Holder of the Chair of Business Management and Business Information Systems

### Module offered by

Faculty of Business Management and Economics

### ECTS

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>---</td>
</tr>
</tbody>
</table>

### Method of grading

Only after succ. compl. of module(s)

| Numerical grade | -- |

### Contents

**Content:**
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

**Outline of syllabus:**
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

**Description:**
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

### Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Written examination (approx. 60 minutes) or</td>
<td></td>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or</td>
<td></td>
<td>Assessment offered: Once a year, winter semester</td>
</tr>
<tr>
<td>c) Term paper (15 to 20 pages) or</td>
<td></td>
<td>Creditable for bonus:</td>
</tr>
</tbody>
</table>

### Allocation of places

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Master's students of Information Systems will be given preferential consideration.
2. The remaining places will be allocated to students of other subjects.
3. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information

---
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
**Module title**  
Industrial Management 4

**Abbreviation**  
12-M-BE-192-m01

**Module coordinator**  
Holder of the Chair of Business Management and Industrial Management

**Module offered by**  
Faculty of Business Management and Economics

**ECTS**  
5

**Method of grading**  
Only after succ. compl. of module(s)

**Numerical grade**  
--

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

**Contents**

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 40 to 60 minutes) or  
b) Presentation (approx. 20 Minutes) and term paper (15 to 20 pages), weighted 1:1 or  
c) Term paper (30 to 40 pages) or  
d) entirely or partly computerised written examination (approx. 60 minutes) or  
e) Portfolio (approx. 20 pages)

Creditable for bonus

Language of assessment: German and/or English

**Allocation of places**

20 places.

1) A total of 15 places will be allocated to students of the Master's degree programmes Management as well as International Economic Policy. Should the number of applications exceed 15, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.

2) A total of 5 places will be allocated to students of the Master's degree programme Information Systems. Should the number of applications exceed 5, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.

3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**

Module can be taught in form of E Learning course, seminar, workshop etc.

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
Module title: Advanced Microeconomics
Abbreviation: 12-M-AM-182-m01

Module coordinator:
Holder of the Chair of Contract Theory and Information Economics

Module offered by:
Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s):

Duration: 1 semester
Module level: graduate
Other prerequisites:

Contents:
In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.

Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.

The exposition is primarily based on the standard graduate textbooks:


Intended learning outcomes:
After completing the course students will be able to:

- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places:

Additional information:

Referred to in LPO I (examination regulations for teaching-degree programmes):

Module title
Contract Theory

Abbreviation
12-M-CT-222-m01

Module coordinator
Holder of the Chair of Contract Theory and Information Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


Intended learning outcomes
After completing the course students will be able to
- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Global Logistics &amp; Supply Chain Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
**Industrial Management 1**

### Abbreviation
12-M-SBM-182-m01

### Module coordinator
Holder of the Chair of Business Management and Industrial Management

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses
(type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

Course type: might also be offered as eLearning, seminary, workshop, etc.

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English

### Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Industrial Management 3 | 12-M-SPM-182-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Business Management and Industrial Management | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

Intended learning outcomes
After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Course type: might also be offered as eLearning, seminary, workshop, etc.

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
---

Referred to in LPO I (examination regulations for teaching-degree programmes)
---
### Module title
Information Processing within Organizations

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Processing within Organizations</td>
<td>12-IV-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

### Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German and/or English
creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Advanced Computational Economics  
Abbreviation: 12-M-NGM-182-m01

Module coordinator: Holder of the Chair of Public Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. Policy analysis with stochastic growth and life cycle models

Reading:
Lecture notes will be provided.

Intended learning outcomes
After completing the course “Advanced Computational Economics!” students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places
--

Additional information
Research track module in Master’s programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Econometrics 1
Abbreviation: 12-M-OE1-182-m01

Module coordinator: Holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model’s explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes:
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses:
V (2) + Ü (2)
Module taught in: German (winter semester), English (summer semester)

Method of assessment:
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places:
--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I</td>
</tr>
<tr>
<td>(examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
## Module: Econometrics 2

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics 2</td>
<td>12-M-OE2-182-m01</td>
</tr>
</tbody>
</table>

### Holder of the Chair of Econometrics

Holder of the Chair of Econometrics

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

### Contents

**Description:**

This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Syllabus:**

1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

### Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III“, "Microeconometrics“ und “Financial Econometrics".

### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English
creditable for bonus

### Allocation of places

--

### Additional information

Research track module in Master's programme IEP

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Econometrics 3

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics 3</td>
<td>12-M-OE3-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Econometrics

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

--

**Contents**

**Description:**

This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid.

**Syllabus:**

1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary uni- and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

**Intended learning outcomes**

The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Management and Control</td>
<td>12-M-PROM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

**Intended learning outcomes**

Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Strategic Decisions and Competition | 12-M-SDC-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Industrial Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
1. Strategic situations and decision making
2. Analyzing strategic situations with game theory

1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets

3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions

4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy

5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions

6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

Intended learning outcomes
After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
<tr>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)</td>
</tr>
<tr>
<td>Language of assessment: English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Strategic Management of Global Supply Chains</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Description:**
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

**Intended learning outcomes**
After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

**Courses** (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx 60 minutes)
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
## Module title
Seminar: Supply Chain Competition

## Abbreviation
12-M-SCC-161-m01

## Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

## Module offered by
Faculty of Business Management and Economics

## ECTS
5

## Method of grading
numerical grade

## Only after succ. compl. of module(s)
--

## Duration
1 semester

## Module level
graduate

## Other prerequisites
--

## Contents
In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

## Intended learning outcomes
After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,
ii. faced the practical problems when using real data to feed models,
iii. and understand the challenges to reach a coordinated decision in a company.

## Courses

<table>
<thead>
<tr>
<th>type</th>
<th>number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>(2)</td>
</tr>
</tbody>
</table>

## Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1</td>
</tr>
</tbody>
</table>

Assessment offered: Once a year, winter semester

Language of assessment: German and/or English

## Allocation of places
12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
**Module title**  
Theory of Industrial Organization

**Abbreviation**  
12-M-TI1-182-m01

**Module coordinator**  
Holder of the Chair of Industrial Economics

**Module offered by**  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Theory of industrial organisation:
1. Monopoly pricing  
   - Nonlinear pricing and mechanism design  
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing  
   - Static price and quantity competition in homogeneous and differentiated goods markets  
   - Comparative statics  
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets  
   - Subgame perfect equilibrium and models of dynamic competition  
   - Repeated games and collusion
4. Strategic behaviour by incumbent firms  
   - Entry deterrence and predation  
   - Signalling and reputation
5. Behavioral Industrial Organization  
   - Reference Dependent Preferences and Framing Effects  
   - Time inconsistent behavior

The course will be taught in English.

**Intended learning outcomes**

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)  
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)  
Language of assessment: English  
creditable for bonus

**Allocation of places**  
--

**Additional information**  
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Industrial Organization</td>
<td>12-M-TI2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Description:
This course discusses vertical contracts in supply chains and their impact on competition.

Outline of syllabus:
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

**Intended learning outcomes**

After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

(a) written examination (approx. 60 to 120 minutes) or (b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

**Topics in Data Science 1**

**Abbreviation**

12-M-TDS-222-m01

### Module coordinator

Holder of the Chair of Business Analytics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.

The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.

### Intended learning outcomes

Topics covered include:

- Data acquisition and processing
- graph and network models
- text analysis
- working with geospatial data
- Usage of machine learning models (supervised and unsupervised)

### Courses

(V (2) + Ü (2))

Module taught in: English

### Method of assessment

a) written examination (approx. 60 minutes) or  
b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

( examination regulations for teaching-degree programmes)

--
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Module Operations &amp; Information Management I</td>
<td>12-M-POPIM1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module is designed to provide credit for work completed in project seminars in Operations & Information Management.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

V (2) + Ü (2)

Module taught in: English

### Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

- **project (approx 15 pages, e.g. term paper, documentation, preparing a contribution##) and presentation (approx 15 minutes), weighted 2:1**
- **Assessment offered: In the semester in which the course is offered**
- **Language of assessment: German and/or English creditable for bonus**

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
### Module title
**Project Module Operations & Information Management II**

### Abbreviation
12-M-POPIM2-182-m01

### Module coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses
(type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 5</td>
<td>12-M-NMA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (4)</td>
</tr>
<tr>
<td>Module taught in: German and/or English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 40 to 60 minutes) or</td>
</tr>
<tr>
<td>b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or</td>
</tr>
<tr>
<td>c) term paper (approx. 30 to 40 pages) or</td>
</tr>
<tr>
<td>d) portfolio (approx. 50 hours)</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 places.</td>
</tr>
<tr>
<td>Should the number of applications exceed the number of available places, places will be allocated as follows:</td>
</tr>
<tr>
<td>(1) Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.</td>
</tr>
<tr>
<td>(2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).</td>
</tr>
<tr>
<td>(3) Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).</td>
</tr>
<tr>
<td>(4) Among applicants with the same average grade, places will be allocated by lot.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module can be taught in form of E Learning course or as a block.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>Industrial Management 6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (4) Module taught in: German and/or English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 40 to 60 minutes) or</td>
</tr>
<tr>
<td>b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or</td>
</tr>
<tr>
<td>c) term paper (approx. 30 to 40 pages) or</td>
</tr>
<tr>
<td>d) portfolio (approx. 50 hours)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English
Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 places.</td>
</tr>
</tbody>
</table>

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module can be taught in form of E Learning course or as a block.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>------------------------------</td>
</tr>
<tr>
<td>Topics in Data Science 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.

### Intended learning outcomes

As part of the course work, students will acquire knowledge and skills in the following areas:

1. Becoming familiar with the principles and frameworks in the research area of Data Science.
2. Apply machine learning and deep learning frameworks to structured and unstructured data
3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science
4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)
5. Understanding of a data-driven & analytical approach to decision problems

### Courses

**(type, number of weekly contact hours, language — if other than German)**

V (2) + Ü (2)

Module taught in: English

### Method of assessment

**(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**

- a) written examination (approx. 60 minutes) or
- b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Analytics</td>
<td>12-M-BUA-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.

Students work on current topics using methods from machine learning, mathematical optimization and simulation.

### Intended learning outcomes

The module provides students with knowledge of:

- Scientific literature
- Implementation of methods in code
- Integration of developed results in scientific papers
- Creating presentations and lectures

### Courses

(type, number of weekly contact hours, language — if other than German)

S (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, winter semester
Language of assessment: German and/or English

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Seminar: Applied Analytics in Logistics & Supply Chain Management

Abbreviation: 12-M-LSCM-222-m01

Module coordinator: Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by: Faculty of Business Management and Economics

ECTS: 10

Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).

Intended learning outcomes:
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.

Courses:
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)
Language of assessment: German and/or English

Allocation of places:
20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration.
(2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair.
(3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Compulsory core electives 2: Subjects
(60 ECTS credits)
Strategic Marketing Management
(20 ECTS credits)
Core

(10 ECTS credits)
**Module title**
International Marketing

**Abbreviation**
12-M-IJM-161-m01

**Module coordinator**
Holder of the Chair of Business Management and Marketing

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

**Description:**
The module builds on the knowledge acquired during the Bachelor’s degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

**Courses** (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**
--
### Additional information

| Referred to in LPO I | (examination regulations for teaching-degree programmes) |

---
Strategic Marketing

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Marketing</td>
<td>12-M-SM-161-m01</td>
</tr>
</tbody>
</table>

Module coordinator:
Holder of the Chair of Business Management and Marketing

Module offered by:
Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:
### Intended learning outcomes

The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
<th>Language — If Other Than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td>+ Ü (2)</td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

- Written examination (approx. 60 minutes)
- Language of assessment: German and/or English

### Allocation of places

- 

### Additional information

- 

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

-
Core Electives
(10 ECTS credits)
### Strategic Managerial Accounting

#### Module title
Strategic Managerial Accounting

#### Abbreviation
12-M-INST-182-m01

#### Module coordinator
Holder of the Chair of Business Management, Management Accounting and Control

#### Module offered by
Faculty of Business Management and Economics

#### ECTS
5

#### Method of grading
Numerical grade

#### Only after succ. compl. of module(s)
--

#### Duration
1 semester

#### Module level
Graduate

#### Other prerequisites
--

### Contents
The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.

### Intended learning outcomes
Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

### Courses
(type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Creditable for bonus: --

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title: Coordination, Budgeting and Incentives in Organizations

Abbreviation: 12-M-KOBO-182-m01

Module coordinator: Holder of the Chair of Business Management, Management Accounting and Control

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

Intended learning outcomes

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Business Software 1: IS-based Enterprise Management | 12-GPU-192-m01

<table>
<thead>
<tr>
<th>Holder of the Chair of Business Management and Business Information Systems</th>
<th>Module offered by Faculty of Business Management and Economics</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
c) Term paper (15 to 20 pages) or
Creditable for bonus
Language of assessment: German and/or English
Assessment offered: Once a year, winter semester

Allocation of places

20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

--
Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
E-Business Strategies

### Abbreviation
12-M-IBS-192-m01

### Module coordinator
Holder of the Chair of Information Systems Engineering

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

### Intended learning outcomes
- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.
- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.
- Transfer the concepts to real business situations

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
Creditable for bonus
Language of assessment: German and/or English

### Allocation of places
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Digital Marketing I | 12-M-DM1-182-m01

| Module coordinator | Module offered by |
---|---
Holder of the Junior Professorship of Digital Marketing and E-Commerce | Faculty of Business Management and Economics |

| ECTS | Method of grading | Only after succ. compl. of module(s) |
---|---|---
5 | numerical grade | -- |

| Duration | Module level | Other prerequisites |
---|---|---
1 semester | graduate | -- |

Contents

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

Intended learning outcomes

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
## Module title
Digital Marketing II

## Abbreviation
12-M-DM2-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

## ECTS
5

## Method of grading
numerical grade

## Only after succ. compl. of module(s)
--

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents
Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm's divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation's digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

## Structure of the class:
- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

## Intended learning outcomes
Studierende lernen in diesem Kurs, zentrale Konzepte des Online- und Offline-Marketings gezielt und bezogen auf die jeweilige Unternehmenssituation anzuwenden. Der Kurs bildet somit die Brücke zwischen Theorievermittlung und entsprechende Anwendung in der Unternehmenspraxis.

## Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

## Allocation of places
--

## Additional information
--

## Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title

**E-Commerce I**

| Abbreviation | 12-M-EC1-182-m01 |

### Module coordinator

**Holder of the Junior Professorship of Digital Marketing and E-Commerce**

### Module offered by

**Faculty of Business Management and Economics**

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

E-commerce is a highly relevant field for almost all types of companies. However, the e-commerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

### Intended learning outcomes

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

### Courses

- **V (2) + Ü (2)**
  - Module taught in: English

### Method of assessment

- a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
  - Language of assessment: English
  - creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Industrial Management
(20 ECTS credits)
Core

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 1</td>
<td>12-M-SBM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Holder of the Chair of Business Management and Industrial Management</th>
<th>Faculty of Business Management and Economics</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses

V (2) + Ü (2)

Course type: might also be offered as eLearning, seminary, workshop, etc.

### Method of assessment

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title | Abbreviation
--- | ---
Industrial Management 2 | 12-M-LA-182-m01

| Holder of the Chair of Business Management and Industrial Management | Module offered by
--- | ---
Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

Intended learning outcomes

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Course type: might also be offered as eLearning, seminar, workshop, etc.

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Core Electives

(10 ECTS credits)
## Module Catalogue for the Subject Management

Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 3</td>
<td>12-M-SPM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Industrial Management</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

### ECTS | Method of grading | Only after succ. compl. of module(s) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration | Module level | Other prerequisites |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

### Intended learning outcomes

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Course type: might also be offered as eLearning, seminar, workshop, etc.

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--

---

Master's with 1 major Management (2022) | JMU Würzburg • generated 19-Jul-2022 • exam. reg. data record Master (120 ECTS) Management - 2022 | page 263 / 641
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 4</td>
<td>12-M-BE-192-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Industrial Management</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

**Intended learning outcomes**

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 40 to 60 minutes) or
b) Presentation (approx. 20 Minutes) and term paper (15 to 20 pages), weighted 1:1 or
c) Term paper (30 to 40 pages) or
d) entirely or partly computerised written examination (approx. 60 minutes) or
e) Portfolio (approx. 20 pages)

Creditable for bonus

Language of assessment: German and/or English

**Allocation of places**

20 places.

(1) A total of 15 places will be allocated to students of the Master's degree programmes Management as well as International Economic Policy. Should the number of applications exceed 15, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.

(2) A total of 5 places will be allocated to students of the Master's degree programme Information Systems. Should the number of applications exceed 5, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.

(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**

Module can be taught in form of E Learning course, seminar, workshop etc.

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Operations &amp; Logistics Management</td>
<td>12-M-AOLM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
## Global Logistics & Supply Chain Management

### Module title
Global Logistics & Supply Chain Management

### Abbreviation
12-M-GLSC-182-m01

### Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

## Contents
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

## Intended learning outcomes
After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

## Courses
(V (2) + Ü (2))
Module taught in: English

## Method of assessment
(a) written examination (approx. 60 minutes) or (b) term paper (approx. 15 to 20 pages)
Language of assessment: English credible for bonus

## Allocation of places
--

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
<th><strong>Abbreviation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>12-M-MADM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Module offered by</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS</strong></th>
<th><strong>Method of grading</strong></th>
<th><strong>Only after succ. compl. of module(s)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Duration</strong></th>
<th><strong>Module level</strong></th>
<th><strong>Other prerequisites</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Supply Chain Competition</td>
<td>12-M-SCC-161-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Logistics and Quantitative Methods in Business Administration

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**

1 semester

**Contents**

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

**Intended learning outcomes**

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,

ii. faced the practical problems when using real data to feed models,

iii. and understand the challenges to reach a coordinated decision in a company.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1

Assessment offered: Once a year, winter semester

Language of assessment: German and/or English

**Allocation of places**

12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 5</td>
<td>12-M-NMA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

- 

### Intended learning outcomes

- 

### Courses (type, number of weekly contact hours, language — if other than German)

S (4)

Module taught in: German and/or English

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 40 to 60 minutes) or
- b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or
- c) term paper (approx. 30 to 40 pages) or
- d) portfolio (approx. 50 hours)

Language of assessment: German and/or English

Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

### Allocation of places

20 places. Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

### Additional information

Module can be taught in form of E Learning course or as a block.

### Referred to in LPO I (examination regulations for teaching-degree programmes)

- 

---
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 6</td>
<td>12-M-NMB-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

**Intended learning outcomes**

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (4)</td>
</tr>
</tbody>
</table>

*Module taught in: German and/or English*

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 40 to 60 minutes) or
- b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or
- c) term paper (approx. 30 to 40 pages) or
- d) portfolio (approx. 50 hours)

*Language of assessment: German and/or English*

*Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus*

**Allocation of places**

- 20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

**Additional information**

*Module can be taught in form of E Learning course or as a block.*

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Financial Accounting and Business Taxation
(20 ECTS credits)
Core

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Accounting</td>
<td>12-M-GA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module taught in:</th>
<th>English</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60-120 minutes)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language of assessment: German and/or English</th>
<th>creditable for bonus</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
### Module title

**Economics of Tax Planning**

### Abbreviation

12-M-SP-161-m01

### Module coordinator

Holder of the Chair of Business Taxation

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester  

### Module level

graduate

### Other prerequisites

--

### Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

### Intended learning outcomes

This course enables students to

(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;

(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;

(iii) read and discuss research and policy papers in the field of taxation.

### Courses

(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td>Ú (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or
- b) term paper (approx. 15 pages) or
- c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Core Electives
(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Financial Accounting</td>
<td>12-M-AFA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60 minutes)</td>
<td>Language of assessment: German and/or English creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td></td>
</tr>
</tbody>
</table>
Module title: Financial Statement Analysis and Business Valuation  
Abbreviation: 12-M-UA-161-m01

Module coordinator: Holder of the Chair of Financial Accounting  
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Only after succ. compl. of module(s)

Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents:
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

Intended learning outcomes:
Students can understand publicly traded companies’ financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.

Courses:
V (2) + Ü (2)

Method of assessment:
written examination (approx. 60 to 120 minutes)  
Language of assessment: German and/or English  
creditable for bonus

Allocation of places: --

Additional information: --

Referred to in LPO I: (examination regulations for teaching-degree programmes)  
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Accounting</td>
<td>12-M-STB-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Taxation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module introduces the various methods of income recognition in the German Income Tax Code (*Einkommensteuergesetz*, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

**Intended learning outcomes**

Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies on Business Taxation</td>
<td>12-M-FER-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Taxation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.

**Intended learning outcomes**

Students deepen their knowledge of the German tax law. They are enabled to solve complex tax problems on their own.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 120 minutes)
Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
## Module title
Accounting and Capital Markets

## Abbreviation
12-M-REKA-182-m01

## Module coordinator
Holder of the Chair of Business Management, Management Accounting and Control

## Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.

## Intended learning outcomes
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

## Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

## Allocation of places
--

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title: Portfolio and Capital Market Theory
Abbreviation: 12-M-CF2-182-m01

Module coordinator: Holder of the Chair of Corporate Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

Syllabus:
1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

Intended learning outcomes:
This module enables the students
(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;
(ii) to understand and use the central CAPM propositions for valuating risky assets.

Courses:
V (2) + Ü (2)

Method of assessment:
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places:
--

Additional information:
--

Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
International Financial Management | 12-M-IFM-222-m01

Module coordinator | Module offered by
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.

Format of the module: lectures and exercise sessions
Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.
Usability: Master International Economic Policy, Master Management
Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.
ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.
Frequency of the module: Each summer term
Workload: 150 hours (Lecture + Exercise Session + Self Study)
Duration: 1 Semester

Intended learning outcomes
Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--
Referred to in LPO 1 (examination regulations for teaching-degree programmes)

--
Corporate Finance and Risk Management
(20 ECTS credits)
Core

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management</td>
<td>12-M-CF3-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.

1. Introduction
2. Futures & Forwards
3. Swaps
4. Options
5. Measures of risk

### Intended learning outcomes

Upon completion of this module students will be able to,

(i) independently determine the fair value of the derivatives discussed, as well as
(ii) to understand and evaluate common capital market hedging strategies.

### Courses

V (2) + Ü (2)

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language — if other than German</th>
<th>Examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>written examination (approx. 60 to 90 minutes) or term paper (approx. 15 pages)</td>
<td>German and/or English</td>
<td>Language of assessment: German and/or English creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio and Capital Market Theory</td>
<td>12-M-CF2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

**Syllabus:**

1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

**Intended learning outcomes**

This module enables the students

(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;

(ii) to understand and use the central CAPM propositions for valuating risky assets.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Core Electives
(10 ECTS credits)
## Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounted Cashflow</td>
<td>12-M-CF1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

*The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.*

**Syllabus:**

1. Introduction
2. DCF Theory under certainty
   1. NPV without taxes
   2. NPV with personal taxes
   3. NPV with corporate taxes
3. DCF Theory under uncertainty
   1. DCF basics
   2. Valuation of unlevered companies
   3. Valuation of levered companies
4. Practice of DCF methods

### Intended learning outcomes

After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title

Selected Topics in Corporate Finance

Abbreviation

12-M-CF4-182-m01

Module coordinator

Holder of the Chair of Corporate Finance

Module offered by

Faculty of Business Management and Economics

ECTS

Module level

Duration

Only after succ. compl. of module(s)

5

graduate

1 semester

Method of grading

numerical grade

Other prerequisites

--

Contents

This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new chairs that are not yet included in the regular curriculum.
The chair holder will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis of Financial Market Data</td>
<td>12-M-FMO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.

**Syllabus:**
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

**Reading:**

### Intended learning outcomes

Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.

### Courses

(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>V (2)</th>
<th>Ü (2)</th>
</tr>
</thead>
</table>

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: German and/or English
- creditable for bonus
<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research track module in Master's programme IEP</td>
</tr>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
### Module Catalogue for the Subject

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Capital Markets</td>
<td>12-M-REKA-182-m01</td>
</tr>
</tbody>
</table>

#### Module coordinator

<table>
<thead>
<tr>
<th>Holder of the Chair of Business Management, Management Accounting and Control</th>
</tr>
</thead>
</table>

#### Module offered by

<table>
<thead>
<tr>
<th>Faculty of Business Management and Economics</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.

### Intended learning outcomes

Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

### Courses

<table>
<thead>
<tr>
<th>type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Statement Analysis and Business Valuation</td>
<td>12-M-UA-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

**Intended learning outcomes**

Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation techniques to real-world cases and recommend investment decisions.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 to 120 minutes)
Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
Analytical Information Systems

### Abbreviation
12-BI-192-m01

### Module coordinator
Holder of the Chair of Business Analytics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.

### Intended learning outcomes
The module provides students with knowledge of:
- Data Manipulation
- Data Engineering
- Descriptive Analytics
- Predictive Analytics and Data Mining
- Supervised Learning
- Unsupervised Learning
- Neural Networks and Deep Learning
- Text Mining
- Big Data Technologies

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Written examination (approx. 60 Minutes)
Creditable for bonus
Language of assessment: German and/or English

### Allocation of places
40 places.
WM1:
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management - Concepts and Systems</td>
<td>12-RM-KS-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Chair of Business Management and Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Concepts:** The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

**Intended learning outcomes**

Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can

1. judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
2. understand the technical basis for RMIS;
3. estimate the different characteristics of various information systems for the RM;
4. understand the workings of RMIS.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

25 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Information Systems

(20 ECTS credits)
Core

(10 ECTS credits)
Module title: Information Processing within Organizations  
Abbreviation: 12-IV-161-m01

Module coordinator: holder of the Chair of Business Management and Business Information Systems  
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Only after succ. compl. of module(s): --

Duration: 1 semester  
Module level: graduate  
Other prerequisites: --

Contents:

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

Intended learning outcomes:
After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

Courses (type, number of weekly contact hours, language — if other than German):
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus):
written examination (approx. 60 minutes)  
Language of assessment: German and/or English  
creditable for bonus

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
### Module title
IT-Management

### Abbreviation
12-M-ITM-161-m01

### Module coordinator
Holder of the Chair of Information Systems Engineering

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:
1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

### Intended learning outcomes
After completing the course "IT Management", students will be able to
1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
Language of assessment: German and/or English creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Core Electives
(10 ECTS credits)
Module title: Business Software 1: IS-based Enterprise Management
Abbreviation: 12-GPU-192-m01

Module coordinator: Holder of the Chair of Business Management and Business Information Systems
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.
If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

Intended learning outcomes:
After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
c) Term paper (15 to 20 pages) or
Creditable for bonus
Language of assessment: German and/or English
Assessment offered: Once a year, winter semester

Allocation of places:
20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master's students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information:
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Business Strategies</td>
<td>12-M-IBS-192-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

### Intended learning outcomes

- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.
- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.
- Transfer the concepts to real business situations

### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
Creditable for bonus
Language of assessment: German and/or English

### Allocation of places

40 places. Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Master’s students of Information Systems will be given preferential consideration.
2. The remaining places will be allocated to students of other subjects.
3. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Analytical Information Systems | 12-BI-192-m01

**Module coordinator**
Holder of the Chair of Business Analytics

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

**Contents**
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.

**Intended learning outcomes**
The module provides students with knowledge of:
- Data Manipulation
- Data Engineering
- Descriptive Analytics
- Predictive Analytics and Data Mining
- Supervised Learning
- Unsupervised Learning
- Neural Networks and Deep Learning
- Text Mining
- Big Data Technologies

**Courses**
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
Written examination (approx. 60 Minutes)
Creditable for bonus
Language of assessment: German and/or English

**Allocation of places**
40 places.
WM1:
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master's students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
### Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
<th>German or English</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language</th>
<th>Creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes)</td>
<td>one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</td>
<td>German and/or English</td>
<td></td>
</tr>
<tr>
<td>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) term paper (approx. 15 to 20 pages)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

Creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
### Module title
Topics in Information Systems 2

### Abbreviation
12-M-TIF2-182-m01

### Module coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) term paper (approx. 15 to 20 pages)

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title  |  Decision Support Systems  
---  |  12-M-DSS-192-m01

Module coordinator  |  Holder of the Chair of Business Analytics

Module offered by  |  Faculty of Business Management and Economics

ECTS  |  5  
Method of grading  |  numerical grade
Only after succ. compl. of module(s)  |  --

Duration  |  1 semester  
Module level  |  graduate
Other prerequisites  |  --

Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

Intended learning outcomes

After successfully completing the course, students should be able to
- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement decision support systems

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

Creditable for bonus

Language of assessment: German and/or English

Allocation of places

40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
**Module title**  
Topics in Data Science 1  

**Abbreviation**  
12-M-TDS-222-m01

**Module coordinator**  
Holder of the Chair of Business Analytics

**Module offered by**  
Faculty of Business Management and Economics

**ECTS**  
5

**Method of grading**  
numerical grade

**Only after succ. compl. of module(s)**  
--

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

## Contents

Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.

The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.

### Intended learning outcomes

Topics covered include:

- Data acquisition and processing
- graph and network models
- text analysis
- working with geospatial data
- Usage of machine learning models (supervised and unsupervised)

### Courses

V (2) + Ü (2)  
Module taught in: English

### Method of assessment

a) written examination (approx. 60 minutes) or  
b) term paper (approx. 15 pages)  
Language of assessment: German and/or English  
Assessment offered: In the semester in which the course is offered  
creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Data Science 2</td>
<td>12-M-ATDS-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.

**Intended learning outcomes**

As part of the course work, students will acquire knowledge and skills in the following areas:

1. Becoming familiar with the principles and frameworks in the research area of Data Science.
2. Apply machine learning and deep learning frameworks to structured and unstructured data
3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science
4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)
5. Understanding of a data-driven & analytical approach to decision problems

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Human Resource Management and Organization
(20 ECTS credits)
Core

(10 ECTS credits)
Module title: Incentives in Organizations

Abbreviation: 12-M-AO-222-m01

Module coordinator: Holder of the Chair of Human Resource Management and Organisation

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

Intended learning outcomes

Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
## Human Resource Management and Industrial Relations

### Module title
Human Resource Management and Industrial Relations

### Abbreviation
12-M-HRM-222-m01

### Module coordinator
Holder of the Chair of Human Resource Management and Organisation

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.

### Syllabus
Introduction: Human Resource Management & Industrial Relationships

Chapter 1: The employment contract [formal model]

Chapter 2: Motivation [formal model]

Chapter 3: Employee resistance against reorganisations [empirical study]

Chapter 4: The role of works councils [formal model]

Chapter 5: Works councils and the employer wage structure [empirical study]

Chapter 6: The behaviour of labour unions [formal model]

Chapter 7: Learning process of employers [formal model and empirical study]

Chapter 8: Demographic challenges of HRM [formal model and empirical study]

### Intended learning outcomes
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

### Courses
- **(type, number of weekly contact hours, language — if other than German)**

  V (2) + Ü (2)

  Module taught in: English

### Method of assessment
- **(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**

  a) written examination (approx. 60 minutes) or
  b) term paper (approx. 15 pages)

  Language of assessment: English

### Allocation of places
There are no restrictions with regard to available places for students of the Master’s degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I</td>
</tr>
<tr>
<td>(examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>
Core Electives
(10 ECTS credits)
Module title: Empirical HR Research with Stata

Abbreviation: 12-M-EPF-161-m01

Module coordinator: Holder of the Chair of Human Resource Management and Organisation

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

Intended learning outcomes:
The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

Courses: (type, number of weekly contact hours, language — if other than German)

Ü (2)

Method of assessment: (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 10 pages)
Assessment offered: Once a year as announced
Language of assessment: German and/or English

Allocation of places:
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
--

Referred to in LPO I: (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Corporate Entrepreneurship | 12-M-UGF1-182-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

1. Introduction to corporate entrepreneurship
2. Antecedents and forms of corporate entrepreneurship
3. Corporate strategy and corporate entrepreneurship
4. Organizational structure and corporate entrepreneurship
5. Human resource management and corporate entrepreneurship
6. Building supportive organizational cultures
7. Entrepreneurial control systems
8. Entrepreneurial leadership
9. The corporate entrepreneur as a champion and diplomat
10. The pay-off from corporate entrepreneurship
11. Corporate venture capital
12. Corporate entrepreneurship in nonprofit and government organizations
13. Universities and academic spin-offs
14. Wrap-up and Q&A

Intended learning outcomes

Educational aims

• Clarify the role of corporate entrepreneurship
• Explain theoretical concepts and mechanisms behind corporate entrepreneurship
• Enable students to critically appraise alternative approaches to corporate entrepreneurship
• Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes

On successful completion of this module students will be able to:

• Create and evaluate concepts related to corporate entrepreneurship
• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
• Make judgements about the organizational and managerial implications of corporate entrepreneurship
• Systematically choose between different routes of action
## Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Weekly Contact Hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td>English</td>
</tr>
</tbody>
</table>

## Module taught in: English

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 120 minutes)
- b) term paper (15 to 20 pages)
- c) oral examination of one candidate each (approx. 10 to 15 minutes)
- d) oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: English

## Allocation of places

--

## Additional information

--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Labour Economics</td>
<td>12-M-OEA-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Labor Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This course provides an overview of the field of modern labor economics. The course will cover the following topics:

1. Labor supply
2. Labor demand
3. Human capital formation
4. Compensating wage differentials
5. Discrimination

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.

The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.

**Intended learning outcomes**

The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
Coordination, Budgeting and Incentives in Organizations

### Abbreviation
12-M-KOBO-182-m01

### Module coordinator
Holder of the Chair of Business Management, Management Accounting and Control

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes
This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO 1
(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Contract Theory | 12-M-CT-222-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Contract Theory and Information Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


Intended learning outcomes

After completing the course students will be able to

- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I</td>
</tr>
<tr>
<td>(examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>
Module title | Abbreviation
--- | ---
Employment Law | 12-M-AFW-161-m01

Module coordinator | Module offered by
--- | ---
Dean of the Faculty of Business Management and Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Contents: employment and labour law and works constitution law incl. collective agreement law

**Employment and Labour Law**

Legal sources of employment and labour law

Definitions, employment and labour law, employees

The employment contract

- Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract
- General Equal Treatment Act, claims for damages by applicants
- Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship
- Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation
- General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences
- Limitation of the term of the employment contract, fixed term employment contracts

Rights and duties arising from the employment relationship

- Primary and secondary duties
- Employer's right to issue instructions, permissible and impermissible instructions
- Sickness, obligations to report and provide evidence under the Continued Remuneration Act
- Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety
- Granting of holiday leave
- Continued payment of wages in the event of illness, restrictions

Severe disability, special rights and protection against dismissal

Working hours and the Working Hours Act

The warning, formal and material requirements, consequences

Termination of employment

- Termination agreement
- Termination of employment
- Formal requirements
- Ordinary and extraordinary termination by the employer
- Behavioral termination
- Person-related (illness-related) dismissal
• Dismissal for operational reasons
• Special protection against dismissal

**Works constitution law incl. collective bargaining law**

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

• Works council elections
• Start, end, duration of term of office
• Legal status of members, honorary office, leave of absence, special protection against dismissal
• Entitlement for training, works council costs
• Works meetings
• General works council, group works council, youth/apprentice representation

Material co-determination of the works council, participation

• Information rights (access to gross pay roll, expert advice)
• Consultation rights (consultation before each dismissal, right to object)
• Consultation rights (involvement of the economic committee, changes in operations)

Co-determination in the narrower sense

• Rights of consent and objection (staff questionnaire, selection guidelines, recruitment, transfers)
• Refusal of consent, legal proceedings Substitution of consent

Co-determination rights

• Enforceable co-determination, conciliation board, composition, procedure, decision
• Mandatory co-determination rights of works council, e.g. regarding
• Conduct of the workplace (smoking and alcohol bans, formalized sick leave talks, occupational integration management)
• Working hours, breaks, shift and flexi-time models, overtime, short-time work
• Holidays, company holidays
• Technical equipment for monitoring (time recording, access systems, video surveillance, telephone and internet use, skills database)
• Occupational health and safety
• Social facilities (canteen, company kindergarten)
• Company wage structure, remuneration (piece rates, bonuses)
• Company changes, reconciliation of interests and social plan

**Collective bargaining law**

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

Collective arbitration board in cases of compulsory works council co-determination

**Intended learning outcomes**

At the end of this course, students will have the following competences:
Students gain solid basic knowledge of employment and labour law, the works council and its tasks and an overview of collective agreement law. At the same time, methodically and substantively sound legal knowledge is conveyed and practical relevance is established with case studies and current case law.

By working on an exam in the form of a legal opinion, the students are taught to solve a demanding legal issue with legal problems in a given time. Within a narrow thematic field and a time-limited framework, they are able to work on a legal issue in a well-founded and largely independent manner.

Within the framework of the term paper on a judgement of the Federal Labour Court, the students deal with a concrete case and the case law of the highest German labour court. They are familiarised with the methods of legal work and are enabled to work independently in a problem-solving manner. In addition to understanding the facts of the case and the legal problems, they will focus primarily on the consequences of the judgement for their practice. Here, the legal knowledge imparted will be implemented with a practical approach and the opportunity to creatively develop their own recommendations on how to deal with the judgement. In addition, the students present the case and their own conclusions for practice. In the group discussion, the other students have the opportunity to gather further knowledge and actively participate in the exchange of opinions on current judgements and case law.

The knowledge imparted is relevant for a wide range of professional fields of activity and is especially valuable for students who will work in the field of human resources or are interested in the field of employee management.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

[a) written examination (approx. 120 minutes) and b) talk (approx. 30 minutes), weighted 3:2] or [a) written examination (approx. 120 minutes) and b) presentation (approx. 15 minutes) and c) written elaboration of presentation (approx. 10 pages), weighted 3:1:1]

**Allocation of places**

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Strategic Entrepreneurship
(20 ECTS credits)
Core

(10 ECTS credits)
Module title: Corporate Entrepreneurship
Abbreviation: 12-M-UGF1-182-m01

Module coordinator: Holder of the Chair of Entrepreneurship and Strategy
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
• Clarify the role of corporate entrepreneurship
• Explain theoretical concepts and mechanisms behind corporate entrepreneurship
• Enable students to critically appraise alternative approaches to corporate entrepreneurship
• Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes
On successful completion of this module students will be able to:
• Create and evaluate concepts related to corporate entrepreneurship
• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
• Make judgements about the organizational and managerial implications of corporate entrepreneurship
• Systematically choose between different routes of action
Module taught in: English

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Corporate Strategy | 12-M-UGF2-182-m01

Module coordinator | Module offered by
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

1. Developing strategies in pursuit of competitive advantage
2. Corporate diversification
3. Vertical integration and outsourcing
4. Mergers & acquisitions
5. Dynamic strategies
6. Cooperative strategies
7. Corporate spin-offs and spin-outs
8. Internationalization strategies (I)
9. Internationalization strategies (II)
10. Strategic change
11. Corporate strategies and new technologies
12. Corporate governance and corporate social responsibility
13. Corporate communication and crisis management
14. Wrap-up and Q&A

Intended learning outcomes

**Educational aims**

- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

**Learning outcomes**

On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)</td>
<td>Language of assessment: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>
Core Electives
(10 ECTS credits)
Module title | Abbreviation
--- | ---
Digital Entrepreneurship | 12-M-UGF3-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

| ECTS | Method of grading | Only after succ. compl. of module(s) |
--- | --- | ---
5 | numerical grade | -- |

| Duration | Module level | Other prerequisites |
--- | --- | ---
1 semester | graduate | -- |

Contents

Intended learning outcomes
Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation
Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

Courses
V (2) + Ü (2)
Module taught in: English

Method of assessment
a) written examination (approx. 60 to 120 minutes) or b) log (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
Language of assessment: English

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Project Module Strategic Entrepreneurship

Abbreviation
12-M-PUGF-182-m01

Module coordinator
Holder of the Chair of Entrepreneurship and Strategy

Module offered by
Faculty of Business Management and Economics

ECTS
10

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.

Intended learning outcomes

Educational aims
- Help students understand the role of positioning studies and theoretical modelling
- Help students understand the role of different research strategies
- Enable students to critically appraise alternative approaches to collecting and analyzing data

Learning outcomes
On successful completion of this module students will be able to:
- Formulate an adequate research question
- Build tentative theoretical models
- Choose an appropriate research design to test the model
- Document the research in the form of an academic manuscript

Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (approx. 15 pages) and presentation (one candidate: approx 10 to 15 minutes@ groups of 2: approx 20 minutes; groups of 3: approx. 30 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English

Allocation of places
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
E-Business Strategies | 12-M-IBS-192-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

Intended learning outcomes
- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.
- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.
- Transfer the concepts to real business situations

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
Creditable for bonus
Language of assessment: German and/or English

Allocation of places
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title

| Project Management and Control |

#### Abbreviation

| 12-M-PROM-182-m01 |

#### Module coordinator

| Holder of the Chair of Business Management, Management Accounting and Control |

#### Module offered by

| Faculty of Business Management and Economics |

#### ECTS

| 5 |

#### Method of grading

| numerical grade |

#### Only after succ. compl. of module(s)

| -- |

#### Duration

| 1 semester |

#### Module level

| graduate |

#### Other prerequisites

| -- |

### Contents

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

### Intended learning outcomes

Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.

### Courses

| (type, number of weekly contact hours, language — if other than German) |

| S (2) |

### Method of assessment

| (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) |

| written examination (approx. 60 minutes) |

| Language of assessment: German and/or English creditable for bonus |

### Allocation of places

| -- |

### Additional information

| -- |

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

| -- |
## Module title
Incentives in Organizations

## Abbreviation
12-M-AO-222-m01

### Module coordinator
Holder of the Chair of Human Resource Management and Organisation

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade --

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

## Contents
Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

### Outline of syllabus
1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

## Intended learning outcomes
Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

## Courses
V (2) + Ü (2)

Module taught in: English

## Method of assessment
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
## Module title

Digital Marketing I

## Abbreviation

12-M-DM1-182-m01

## Holder of the Junior Professorship of Digital Marketing and E-Commerce

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

graduate

## Other prerequisites

--

## Contents

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

## Intended learning outcomes

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

## Courses

V (2) + Ü (2)

Module taught in: English

## Method of assessment

(a) written examination (approx. 60 to 120 minutes) or (b) term paper (15 to 20 pages)

Language of assessment: English

## Allocation of places

--

## Additional information

--

## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Digital Marketing II | 12-M-DM2-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm’s divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation’s digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

**Structure of the class:**

- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

**Intended learning outcomes**

Studierende lernen in diesem Kurs, zentrale Konzepte des Online- und Offline-Marketings gezielt und bezogen auf die jeweilige Unternehmenssituation anzuwenden. Der Kurs bildet somit die Brücke zwischen Theorievermittlung und entsprechende Anwendung in der Unternehmenspraxis.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
E-Commerce I

### Abbreviation
12-M-EC1-182-m01

### Module coordinator
Holder of the Junior Professorship of Digital Marketing and E-Commerce

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
E-commerce is a highly relevant field for almost all types of companies. However, the e-commerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

### Intended learning outcomes
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Managerial Accounting
(20 ECTS credits)
Core
(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination, Budgeting and Incentives in Organizations</td>
<td>12-M-KOBO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

**Intended learning outcomes**

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
**Module title**  
Strategic Managerial Accounting

**Abbreviation**  
12-M-INST-182-m01

**Module coordinator**  
Holder of the Chair of Business Management, Management Accounting and Control

**Module offered by**  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.

**Intended learning outcomes**

Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)  
Language of assessment: German and/or English  
creditable for bonus

**Allocation of places**  
--

**Additional information**  
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)  
--
Core Electives
(10 ECTS credits)
Module title | Abbreviation
---|---
Incentives in Organizations | 12-M-AO-222-m01

Module coordinator | Module offered by
Holder of the Chair of Human Resource Management and Organisation | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

Intended learning outcomes

Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places

--

Additional information

--

Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title | Project Management and Control
---|---
Abbreviation | 12-M-PROM-182-m01

Module coordinator
Holder of the Chair of Business Management, Management Accounting and Control

Module offered by
Faculty of Business Management and Economics

ECTS | 5
Method of grading | numerical grade
Only after succ. compl. of module(s) | --

Duration | 1 semester
Module level | graduate
Other prerequisites | --

Contents
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes
Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.

Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment
(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
**Module title**
Accounting and Capital Markets

**Abbreviation**
12-M-REKA-182-m01

**Module coordinator**
Holder of the Chair of Business Management, Management Accounting and Control

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.

**Intended learning outcomes**
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
## Decision Support Systems

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision Support Systems</td>
<td>12-M-DSS-192-m01</td>
</tr>
</tbody>
</table>

### Module coordinator

Holder of the Chair of Business Analytics

### Module offered by

Faculty of Business Management and Economics

### Module coordinator

### Module offered by

### ECTS

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

### Intended learning outcomes

After successfully completing the course, students should be able to

- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement decision support systems

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

Creditable for bonus

Language of assessment: German and/or English

### Allocation of places

40 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Master's students of Information Systems will be given preferential consideration.
2. The remaining places will be allocated to students of other subjects.
3. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Accounting</td>
<td>12-M-GA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module taught in:</th>
<th>English</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60-120 minutes)</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Change Management</td>
</tr>
</tbody>
</table>

**Module coordinator**
Holder of the Chair of Business Management, Management Accounting and Control

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

### Contents

Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.

### Intended learning outcomes

After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Logistics and Supply Chain Management
(20 ECTS credits)
Core

(10 ECTS credits)
Module title
Advanced Operations & Logistics Management

Abbreviation
12-M-AOLM-182-m01

Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes
After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Global Logistics & Supply Chain Management | 12-M-GLSC-182-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Logistics and Quantitative Methods in Business Administration | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes
After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Core Electives

(10 ECTS credits)
### Module title
**Strategic Management of Global Supply Chains**

### Abbreviation
12-M-SMGS-182-m01

### Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

## Contents
**Description:**
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

**Intended learning outcomes**
After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

**Courses**
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx 60 minutes)
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Analytics &amp; Decision Making</td>
<td>12-M-MADM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

### Intended learning outcomes

After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)

Language of assessment: English

creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
# Module Catalogue for the Subject Management

## Master's with 1 major, 120 ECTS credits

### Module title: Seminar: Supply Chain Competition

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Supply Chain Competition</td>
<td>12-M-SCC-161-m01</td>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

### Intended learning outcomes

After completing this seminar students

1. selected and applied quantitative models for procurement, production, sales and supply chain management,
2. faced the practical problems when using real data to feed models,
3. and understand the challenges to reach a coordinated decision in a company.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 Assessment offered: Once a year, winter semester Language of assessment: German and/or English</td>
</tr>
</tbody>
</table>

### Allocation of places

12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

### Additional information

...
# Module Catalogue for the Subject Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 2</td>
<td>12-M-LA-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Industrial Management</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

## Intended learning outcomes
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

## Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Course type: might also be offered as eLearning, seminary, workshop, etc.

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English

## Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
## Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 3</td>
<td>12-M-SPM-182-m01</td>
</tr>
</tbody>
</table>

| Module coordinator                                                                 | Module offered by                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------|
| Holder of the Chair of Business Management and Industrial Management                                                                                       |
| Faculty of Business Management and Economics                                                                                                           |

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

### Intended learning outcomes

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
<th>Course type</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td></td>
<td>might also be offered as eLearning, seminary, workshop, etc.</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language</th>
<th>Exam offered</th>
<th>Information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)</td>
<td>German and/or English</td>
<td>--</td>
<td></td>
</tr>
</tbody>
</table>

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Decision Support Systems | 12-M-DSS-192-m01

Module coordinator | Module offered by
Holder of the Chair of Business Analytics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

Intended learning outcomes
After successfully completing the course, students should be able to
- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement decision support systems

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)
Creditable for bonus
Language of assessment: German and/or English

Allocation of places
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master’s students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Strategic Corporate Communication
(20 ECTS credits)
Core

(10 ECTS credits)
<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
<th><strong>Abbreviation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication in Business and Economics</td>
<td>12-M-BUC-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Module offered by</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS</strong></th>
<th><strong>Method of grading</strong></th>
<th><strong>Only after succ. compl. of module(s)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Duration</strong></th>
<th><strong>Module level</strong></th>
<th><strong>Other prerequisites</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

**Intended learning outcomes**

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

**Courses**

V (2) + Ü (2)  
Module taught in: English

**Method of assessment**

written examination (approx. 60 minutes)  
Language of assessment: English  
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Communication in Print, Online and Social Media</td>
<td>12-M-ECC-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.

### Intended learning outcomes

By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ü (2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

- written examination (approx. 60 minutes)
- Language of assessment: German and/or English
- creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
--
Core Electives

(10 ECTS credits)
**Module title**  
Project Modul: Crossmedial Business Communication

**Module coordinator**  
Holder of the Professorship of Economic Journalism

**Module offered by**  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**  
1 semester

**Module level**  
graduate

---

**Contents**

Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.

**Intended learning outcomes**

After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media  
Assessment offered: In the semester in which the course is offered  
Language of assessment: German and/or English  
creditable for bonus

**Allocation of places**  
--

**Additional information**  
--

**Referred to in LPO I**

( examination regulations for teaching-degree programmes)  
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Modul: Audiovisual Business Communication</td>
<td>12-M-PACW-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.

**Intended learning outcomes**

Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Media Processes and Effects</td>
<td>06-MK-MKW1-Ex-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Professorship of Media and Business Communication</td>
<td>Institute of Human Computer Media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English

**Allocation of places**

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject Management

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Strategic Communication</td>
<td>06-MK-MKW2-Ex-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Professorship of Media and Business Communication</td>
<td>Institute of Human Computer Media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
<td>--</td>
</tr>
</tbody>
</table>

#### Contents

No information on contents available.

#### Intended learning outcomes

No information on intended learning outcomes available.

#### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

#### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

#### Allocation of places

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

#### Additional information

--

#### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Storytelling</td>
<td>12-M-VS-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
</table>
| portfolio (approx. 5 pages)  
Assessment offered: every year, summer semester |

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Econometrics
(20 ECTS credits)
Core

(10 ECTS credits)
Module title: Econometrics 1
Abbreviation: 12-M-OE1-182-m01

Module coordinator: Holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German (winter semester), English (summer semester)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places

--
### Additional information

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title</td>
<td>Abbreviation</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Econometrics 2</td>
<td>12-M-OE2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation.

Linear algebra is used as formal aid.

**Syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

### Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Core Electives

(10 ECTS credits)
### Module Catalogue for the Subject Management

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics 3</td>
<td>12-M-OE3-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid.

**Syllabus:**
1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary uni- and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

### Intended learning outcomes
The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language (if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td>Ü (2)</td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

**Language of assessment:** German and/or English

**Allocation of places**
--

### Additional information

- Research track module in Master's programme IEP
- Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
Analysis of Financial Market Data

### Abbreviation
12-M-FMO-182-m01

### Module coordinator
Holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Method of grading
Only after succ. compl. of module(s)

### ECTS
5

### Method of grading
numerical grade

### Module offered by
Faculty of Business Management and Economics

### Contents

#### Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(l)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.

#### Syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

#### Reading:

#### Intended learning outcomes
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.

#### Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>V (2)</th>
<th>Ü (2)</th>
</tr>
</thead>
</table>

#### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus
<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research track module in Master's programme IEP</td>
</tr>
<tr>
<td><strong>Referred to in LPO I</strong> (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>Microeconometrics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.

**Outline**

What is microeconometrics?
Models for qualitatively dependent variables
Models for limited dependent variables
Time-dependent models

**References**


**Intended learning outcomes**

Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.

**Courses** (type, number of weekly contact hours, language — if other than German)

Ü (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Empirical HR Research with Stata

Abbreviation: 12-M-EPF-161-m01

Module coordinator:
Holder of the Chair of Human Resource Management and Organisation

Module offered by:
Faculty of Business Management and Economics

ECTS: 5

Method of grading: Numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: Graduate

Other prerequisites: --

Contents:
The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

Intended learning outcomes:
The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

Courses:
(2 courses, type, number of weekly contact hours, language — if other than German)

Ü (2)

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 10 pages)

Assessment offered: Once a year as announced

Language of assessment: German and/or English

Allocation of places:
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:

Referred to in LPO I (examination regulations for teaching-degree programmes):

--

---
### Module title
Market Research and Demand Analysis

### Abbreviation
12-M-EIO-182-m01

<table>
<thead>
<tr>
<th>Holder of the Chair of Industrial Economics</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty of Business Management and Economics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

1. (Recap of) Econometric methods
   - Ordinary Least Squares (OLS)
   - Endogeneity and how to deal with it (Instrumental Variables)
2. Estimation of demand
   - Representative consumer models
   - Multinomial Logit Model (ML) and extensions
   - Discrete choice models with individual data
   - Discrete choice models with aggregate data
3. Further applications
   - Demand and Supply estimation
   - Inferring marginal costs
   - Using structural models for counterfactual policy analysis

### Intended learning outcomes

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

### Courses

**Type, number of weekly contact hours, language — if other than German**

V (2) + Ü (2)

Module taught in: English

### Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Language of assessment: English

Creditable for bonus

### Allocation of places

--

### Additional information

Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Advanced Computational Economics

Abbreviation: 12-M-NGM-182-m01

Module coordinator: Holder of the Chair of Public Finance

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Numerical grade

Duration: 1 semester

Module level: Graduate

Other prerequisites: --

Contents:

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. Policy analysis with stochastic growth and life cycle models

Reading:
Lecture notes will be provided.

Intended learning outcomes:
After completing the course "Advanced Computational Economics" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places:
--

Additional information:
Research track module in Master’s programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Monetary Policy
(20 ECTS credits)
Core

(10 ECTS credits)
# Module Catalogue for the Subject Management

Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetary Policy and the Financial System</td>
<td>12-M-EG1-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

## Intended learning outcomes

Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and apply models and theories to analyze and evaluate these.

## Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

Module taught in: English

## Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or</td>
</tr>
<tr>
<td>b) term paper (approx. 15 pages)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English creditable for bonus

## Allocation of places

--

## Additional information

--
Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetary Policy, Foreign Exchange Markets, and the International Monetary System</td>
<td>12-M-EG2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course deals with the following topics:

**The foreign exchange market:**
- Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.

**Exchange rate economics:**
- Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP);
- Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect;
- FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.

**Exchange rate regimes and monetary policy in open economies:**
- Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.

**Modelling open economy macroeconomics at the intermediate level:**
- Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates.
- The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.

**Currency crises:**
- International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.

**Managed-floating as a solution for the policy trilemma.**

**Intended learning outcomes**

By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

**Courses** (type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) |

**Language of assessment: German and/or English**
creditable for bonus

**Allocation of places**

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

---

**Referred to in LPO I** *(examination regulations for teaching-degree programmes)*

---
Core Electives
(10 ECTS credits)
Module title
DSGE Modelling

Abbreviation
12-M-DMM-222-m01

Module coordinator
Head of the Work Group of Empirical Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
Only after succ. compl. of module(s)

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

Intended learning outcomes
The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:
- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variable techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.
Based on the course students are able themselves to design and implement DSGE models.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places
--

Additional information
Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: German (winter semester), English (summer semester)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

Allocation of places

--
### Additional information

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
Module title: Portfolio and Capital Market Theory
Abbreviation: 12-M-CF2-182-m01

Module coordinator: Holder of the Chair of Corporate Finance
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

Syllabus:
1. Modern Portfolio Selection
   1.2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

Intended learning outcomes:
This module enables the students
(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;
(ii) to understand and use the central CAPM propositions for valuating risky assets.

Courses:
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Advanced Macroeconomics | 12-M-MFF-182-m01

Module coordinator | Module offered by
Holder of the Chair of International Economics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | English

Contents

Content
The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.

Outline
I Facts and the Solow Growth Model
II Infinite-Horizon Ramsey-Cass-Koopmans model
III Endogenous Growth
IV Human Capital, Social Infrastructure and Beyond
V Applications (Urban and regional growth; Growth, resources and the environment)

Literature:
The course draws strongly on the textbook:

We will use journal articles and research papers at several parts of the lecture.

Intended learning outcomes
Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English creditable for bonus

Allocation of places
--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I</td>
</tr>
<tr>
<td>(examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>
Module title | Abbreviation
--- | ---
Applied Empirical Macroeconomics | 12-M-AEM-211-m01

Module coordinator | Module offered by
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
The module introduces students to current topics and methods in applied empirical macroeconomics. This includes an overview of topical macroeconomic issues and empirical regularities as well as multivariate time series methods that are widely used in empirical applications.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes
After completing the module, students have obtained an overview of empirical methods used in applied empirical macroeconomic analysis. Besides a theoretical knowledge of commonly used empirical models and a critical discussion of their limitations, students should also be able to conduct empirical analyses themselves.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) or
c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)
Language of assessment: English
credible for bonus

Allocation of places
--

Additional information
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Cycles</td>
<td>12-M-BC-211-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

### Intended learning outcomes

Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on business cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) or
c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

Language of assessment: English

creditable for bonus

### Allocation of places

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
International Economics
(20 ECTS credits)
Core
(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Trade and the Multinational Firm</td>
<td>12-M-ITMF-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>numerical grade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Content**

The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]

**Outline**

I Ricardian Trade Theory

II Heckscher-Ohlin Trade Theory

III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition

IV Firm Heterogeneity, Trade and FDI

V The Multinational Firm

**Literature:**

The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:


**Intended learning outcomes**

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening...
of the international division of labor, in particular the repercussions of the global economy on national economies.

<table>
<thead>
<tr>
<th>Courses</th>
<th>V (2) + Ü (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module taught in:</td>
<td>English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)</td>
<td></td>
</tr>
</tbody>
</table>

Language of assessment: English
creditable for bonus

<table>
<thead>
<tr>
<th>Allocation of places</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
Module title | Trade Policy and the World Trading System
---|---
Abbreviation | 12-M-TP-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Holder of the Chair of International Economics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module offered by</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method of grading</td>
<td>numerical grade</td>
</tr>
<tr>
<td>Only after succ. compl. of module(s)</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>1 semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module level</td>
<td>graduate</td>
</tr>
<tr>
<td>Other prerequisites</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Content**

The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.

**Outline**

1. The evolution of the world trading system and current issues
2. Trade policy instruments and their effects under perfect competition
3. The competition effect of trade opening
4. Domestic distortions
5. International market power and trade policy
6. Political economy and the world trading system

**Literatur:**

The main text used is:


The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:


Basic refreshers are

This literature is complemented by papers from scholarly journals.

### Intended learning outcomes

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Core Electives
(10 ECTS credits)
Module title
Advanced Macroeconomics

Abbreviation
12-M-MFF-182-m01

Module coordinator
Holder of the Chair of International Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
English

Contents

Content

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.

Outline

I Facts and the Solow Growth Model

II Infinite-Horizon Ramsey-Cass-Koopmans model

III Endogenous Growth

IV Human Capital, Social Infrastructure and Beyond

V Applications (Urban and regional growth; Growth, resources and the environment)

Literature:

The course draws strongly on the textbook:


We will use journal articles and research papers at several parts of the lecture.

Intended learning outcomes

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

credible for bonus

Allocation of places

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
<tr>
<td><strong>Referred to in LPO I</strong> (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
**Module title**: Economic Geography  
**Abbreviation**: 12-M-EG-182-m01

**Module coordinator**: Holder of the Chair of International Economics  
**Module offered by**: Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**: 1 semester  
**Module level**: graduate  
**Other prerequisites**: --

**Contents**

Der Kurs wird in Englisch gelesen

**Content**

The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries.

I Motivation and Facts

II Location Basics
- Forces Shaping the Location of Economic Activity in Space
- Some Intellectual Background

III Urban and Regional Economics
- The Spatial Structure of Cities
- City Systems

III New Economic Geography
- From the New Trade Theory to the New Economic Geography
- Footloose Capital Model and Policy Applications
- Core Periphery Models and Policy Applications
- Empirics

**Literature:**

The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books are:

Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press


Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press

Krugman, P.R., 1991, Geography and Trade, MIT Press

**Intended learning outcomes**

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Contents

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

### Intended learning outcomes

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

### Method of assessment

(a) Written examination (approx. 60 to 120 minutes) or
(b) Term paper (15 to 20 pages)
Creditable for bonus
Language of assessment: English
tended to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

**European Public Finance**

**Abbreviation** 12-M-EFP-222-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

### Contents

The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.

Course contents:

1. The European Union: History and Institutions
2. The Budget of the European Union
3. Economic Analysis of the Brexit Process
4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU
5. Tax Competition or Tax Coordination in Europe?
6. European Climate Policy: Emission Trading and Green Deal

### Intended learning outcomes

After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or</td>
</tr>
<tr>
<td>b) term paper (approx. 15 pages)</td>
</tr>
</tbody>
</table>

Language of assessment: English

creditable for bonus

### Allocation of places

There are no restrictions with regard to available places for students of the Master’s degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

### Additional information

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 1</td>
<td>12-M-ATÖ1-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Content**

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

**Literature:**

Peer-reviewed articles and/or monographs.

**Intended learning outcomes**

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1)

Language of assessment: German and/or English

**Allocation of places**

10 places.

1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Strategy, Competition and Policy
(20 ECTS credits)
Core

(10 ECTS credits)
Module title | Abbreviation
---|---
Strategic Decisions and Competition | 12-M-SDC-182-m01

Module coordinator | Module offered by
Holder of the Chair of Industrial Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory
   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets
3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

<table>
<thead>
<tr>
<th><strong>Courses</strong> (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
<tr>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Method of assessment</strong> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)</td>
</tr>
<tr>
<td>Language of assessment: English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Allocation of places</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Additional information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Referred to in LPO I</strong> (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
### Module title
**European Competition Policy**

### Abbreviation
12-M-WPE-192-m01

### Module coordinator
Holder of the Chair of Industrial Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

### Intended learning outcomes
After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

### Courses (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>2</td>
<td>English</td>
</tr>
</tbody>
</table>

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) Written examination (approx. 60 to 120 minutes) or
- b) Term paper (15 to 20 pages)

Creditable for bonus

Language of assessment: English

### Allocation of places
There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be alloca-
allowed to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information

- 

Referred to in LPO I (examination regulations for teaching-degree programmes)

- 


Core Electives
(10 ECTS credits)
Module title: Theory of Industrial Organization

Abbreviation: 12-M-TI1-182-m01

Module coordinator: Holder of the Chair of Industrial Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:

Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Subgame perfect equilibrium and models of dynamic competition
   - Repeated games and collusion
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Behavioral Industrial Organization
   - Reference Dependent Preferences and Framing Effects
   - Time inconsistent behavior

The course will be taught in English.

Intended learning outcomes:

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.

Courses:
- V (2) + Ü (2)

Module taught in: English

Method of assessment:
- a) written examination (approx. 60 to 120 minutes) or
- b) term paper (15 to 20 pages)

Language of assessment: English

Allocation of places: --

Additional information: --
Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
Applied Industrial Organization

### Abbreviation
12-M-TI2-182-m01

### Module coordinator
Holder of the Chair of Industrial Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

## Contents
### Description:
This course discusses vertical contracts in supply chains and their impact on competition.

### Outline of syllabus:
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

### Intended learning outcomes
After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research and Demand Analysis</td>
<td>12-M-EIO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

1. (Recap of) Econometric methods
   - Ordinary Least Squares (OLS)
   - Endogeneity and how to deal with it (Instrumental Variables)
2. Estimation of demand
   - Representative consumer models
   - Multinomial Logit Model (ML) and extensions
   - Discrete choice models with individual data
   - Discrete choice models with aggregate data
3. Further applications
   - Demand and Supply estimation
   - Inferring marginal costs
   - Using structural models for counterfactual policy analysis

**Intended learning outcomes**

The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title
Advanced Microeconomics

Abbreviation
12-M-AM-182-m01

Module coordinator
Holder of the Chair of Contract Theory and Information Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
Numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
Graduate

Other prerequisites
--

Contents
In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.

Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.

The exposition is primarily based on the standard graduate textbooks


Intended learning outcomes
After completing the course students will be able to
- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
## Module title

**Contract Theory**

### Module title

**Contract Theory**

### Abbreviation

**12-M-CT-222-m01**

### Module coordinator

**Holder of the Chair of Contract Theory and Information Economics**

### Module offered by

**Faculty of Business Management and Economics**

### ECTS

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


### Intended learning outcomes

After completing the course students will be able to

- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

### Courses (type, number of weekly contact hours, language — if other than German)

- **V (2) + Ü (2)**
- Module taught in: English

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or
- b) term paper (approx. 15 pages)
- Language of assessment: German and/or English
- Creditable for bonus

### Allocation of places

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>Referred to in LPO I</code> (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Econometrics 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Holder of the Chair of Econometrics</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty of Business Management and Economics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>Only after succ. compl. of module(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

**Intended learning outcomes**
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyses and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

### Courses

**Type, number of weekly contact hours, language — if other than German**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

- Research track module in Master's programme IEP
- Referred to in LPO I (examination regulations for teaching-degree programmes)

---

Master's with 1 major Management (2022)
Module title | Abbreviation
--- | ---
Econometrics 3 | 12-M-OE3-182-m01

Module coordinator | Module offered by
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid.

Syllabus:
1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary uni- and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

Intended learning outcomes
The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>European and German Competition Law I for Economists</td>
<td>02-N-P-W13a-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of Studies Faculty of Law</td>
<td>Faculty of Law</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Intended learning outcomes

Courses (type, number of weekly contact hours, language — if other than German)

V (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)

Allocation of places

Additional information

Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>European and German Competition Law II for Economists</td>
<td>02-N-P-W21a-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of Studies Faculty of Law</td>
<td>Faculty of Law</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Applied Economic Policy
(20 ECTS credits)
Core

(10 ECTS credits)
### Module title
Advanced Labour Economics

### Abbreviation
12-M-OEA-222-m01

### Module coordinator
Holder of the Chair of Labor Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
This course provides an overview of the field of modern labor economics. The course will cover the following topics:
1. Labor supply
2. Labor demand
3. Human capital formation
4. Compensating wage differentials
5. Discrimination

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.

The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.

### Intended learning outcomes
The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
**Module title**  
Policy Evaluation Methods

**Abbreviation**  
12-M-PEM-182-m01

**Module coordinator**  
Holder of the Chair of Labor Economics

**Module offered by**  
Faculty of Business Management and Economics

**ECTS**  
5

**Method of grading**  
Numerical grade

**Only after succ. compl. of module(s)**  
--

**Duration**  
1 semester

**Module level**  
Graduate

**Other prerequisites**  
--

**Contents**

This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.

The second part is devoted to the research designs regression analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.

The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students what one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.

**Intended learning outcomes**

At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)  
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)  
Language of assessment: English  
Creditable for bonus

**Allocation of places**  
--

**Additional information**

Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)  
--
Core Electives

(10 ECTS credits)
### Module title
Design of Field Experiments and Studies

### Abbreviation
12-M-DFES-182-m01

### Module coordinator
Holder of the Chair of Labor Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
No information on contents available.

### Intended learning outcomes
No information on intended learning outcomes available.

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Module taught in: English

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
credible for bonus

### Allocation of places
--

### Additional information
Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

**Topics in Human Capital Development**

| Abbreviation | 12-M-THC-182-m01 |

### Module coordinator

**Module offered by**

Holder of the Chair of Labor Economics

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module serves the purpose of transferring credits from

- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

Due to the crediting of different modules, no competence description can be given.

### Courses

(type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)
- Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Assessment offered: In the semester in which the course is offered
- Language of assessment: English
- creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Topics in Migration

Abbreviation: 12-M-TIM-182-m01

Module coordinator: Holder of the Chair of Labor Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: graduate

Contents:

Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an introduction to the key concepts of migration economics and will cover the following topics:

1) Migration Decision and Forms of Migration
2) Effects on Migration on Employment and Wages
3) Effects of Migration on Attitudes and Political Economy
4) Integration and Integration Policies
5) Refugee Migration
6) Impacts of Emigration

At the end of the course students are familiar with the basic theoretical and empirical concepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different areas of analysis.

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics (a reading list will be provided at the beginning of the semester).

Intended learning outcomes:

Solid knowledge of microeconomics and econometrics is reinforced. At the end of the semester, students will have the opportunity to present their term papers.

Courses:

(V (2) + Ü (2))

Module taught in: English

Method of assessment:

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: English

creditable for bonus

Allocation of places:

Additional information:

Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title: Experimental Economics
Abbreviation: 12-M-EE-182-m01

Module coordinator: Holder of the Chair of Labor Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: Only after succ. compl. of module(s)
Numerical grade: --

Duration: 1 semester
Module level: Graduate
Other prerequisites: --

Contents:

Aim and outline of the course:

The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.

In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.

The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that showed under which conditions and institutions markets work very efficiently and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the "homo oeconomicus". The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.

When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.

Prerequisites: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

Literature:

The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.


In addition lecture slides will be provided.

Grading: Grading will be based on a presentation and a term paper.
### Intended learning outcomes

The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

### Courses (type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) | Module taught in: English |

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Assessment offered: In the semester in which the course is offered
- Language of assessment: English
- creditable for bonus

### Allocation of places

--

### Additional information

- Research track module in Master's programme IEP
- Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Econometrics 1
Abbreviation: 12-M-OE1-182-m01

Module coordinator: Holder of the Chair of Econometrics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses

(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: German (winter semester), English (summer semester)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--
### Additional information

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
### Module title
**Advanced Computational Economics**

### Abbreviation
12-M-NGM-182-m01

### Module coordinator
Holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents

#### Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

#### Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. Policy analysis with stochastic growth and life cycle models

#### Reading:
Lecture notes will be provided.

#### Intended learning outcomes

After completing the course “Advanced Computational Economics!” students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

#### Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

#### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

#### Allocation of places
--

#### Additional information

Research track module in Master’s programme IEP

#### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Public Finance

(20 ECTS credits)
Core
(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy of Taxation</td>
<td>12-M-F1-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**  
Holder of the Chair of Public Finance  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>ECTS credits</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td></td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**  
1 semester  
graduate  
--

**Contents**

Description:
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

Contents:
1. Fiscal harmonisation system in Germany  
2. Mechanics and problems of the VAT system  
3. Tax incidence analysis  
4. Income tax code  
5. Taxation of married couples and families  
6. Taxation and household decisions

**Intended learning outcomes**

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
### Module title
Social Insurance and the Welfare State

### Abbreviation
12-M-F3-182-m01

### Module coordinator
Holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
**Description:**
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

**Reading:** lecture notes provided by Chair.

**Contents:**
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Why do we need a public pension system?
6. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Core Electives

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimal Tax Theory</td>
<td>12-M-F4-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.

Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.

**Reading:** Lecture notes will be provided.

**Outline of syllabus:**
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

### Intended learning outcomes

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

**Module taught in:** English

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
### Module title
European Public Finance

### Abbreviation
12-M-EFP-222-m01

### Module coordinator
Holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.

**Course contents:**

1. The European Union: History and Institutions
2. The Budget of the European Union
3. Economic Analysis of the Brexit Process
4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU
5. Tax Competition or Tax Coordination in Europe?
6. European Climate Policy: Emission Trading and Green Deal

### Intended learning outcomes
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to discuss and analyze more specific policy problems.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

### Allocation of places
There are no restrictions with regard to available places for students of the Master’s degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

### Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Advanced Computational Economics | 12-M-NGM-182-m01

Module coordinator
Holder of the Chair of Public Finance

Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. Policy analysis with stochastic growth and life cycle models

Reading:
Lecture notes will be provided.

Intended learning outcomes
After completing the course "Advanced Computational Economics" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places
--

Additional information
Research track module in Master’s programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Policy Evaluation Methods
---|---
Abbreviation | 12-M-PEM-182-m01

Module coordinator | Holder of the Chair of Labor Economics
Module offered by | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.

The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.

The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students what one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.

Intended learning outcomes
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
Research track module in Master’s programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
International Taxiation

### Abbreviation
12-M-IB-161-m01

### Module coordinator
Holder of the Chair of Business Taxation

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

## Contents
The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.

## Intended learning outcomes
After completion of the module students are able
(i) to assess tax issues of cross-border business activities and develop structured solutions;
(ii) to assess the economic effects of rules of international tax law on its own;
(iii) systematically apply double tax treaties.

The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.

## Courses
(type, number of weekly contact hours, language — if other than German)

S (2)

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2

Assessment offered: To be announced

Language of assessment: German and/or English

Creditable for bonus

## Allocation of places
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Strategic Incentive Design
(20 ECTS credits)
Core

(10 ECTS credits)
Module title: Advanced Microeconomics
Abbreviation: 12-M-AM-182-m01

Module coordinator: Holder of the Chair of Contract Theory and Information Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.

Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.

The exposition is primarily based on the standard graduate textbooks:


Intended learning outcomes
After completing the course students will be able to
- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Contract Theory | 12-M-CT-222-m01

| Module coordinator | Module offered by |
--- | ---
Holder of the Chair of Contract Theory and Information Economics | Faculty of Business Management and Economics |

| ECTS | Method of grading | Only after succ. compl. of module(s) |
--- | --- | ---
5 | numerical grade | -- |

| Duration | Module level | Other prerequisites |
--- | --- | ---
1 semester | graduate | -- |

Contents

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


Intended learning outcomes

After completing the course students will be able to

- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--
### Additional information

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>

---
Core Electives
(10 ECTS credits)
Module title | Abbreviation
---|---
Strategic Decisions and Competition | 12-M-SDC-182-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Industrial Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory
   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets
3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
<tr>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)</td>
</tr>
<tr>
<td>Language of assessment: English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as an extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings.

As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class “Advanced Microeconomics”.

While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:

- Wakker (2010): “Prospect Theory for Risk and Ambiguity”

Intended learning outcomes

After completing the course students will be able to

- explain essential findings of behavioral economic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (15 pages)
Language of assessment: English
Assessment offered: In the semester in which the course is offered creditable for bonus
<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
## Module title

**Incentives in Organizations**

| Abbreviation | 12-M-AO-222-m01 |

## Module coordinator

**Holder of the Chair of Human Resource Management and Organisation**

## Module offered by

**Faculty of Business Management and Economics**

### ECTS

<table>
<thead>
<tr>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
</tr>
</tbody>
</table>

### Duration

<table>
<thead>
<tr>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

## Contents

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

### Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

## Intended learning outcomes

Students acquire a working knowledge of key incentive models models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

### Courses

**V (2) + Ü (2)**

Module taught in: English

### Method of assessment

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

### Allocation of places

---

### Additional information

---

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

---
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination, Budgeting and Incentives in Organizations</td>
<td>12-M-KOBO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

**Intended learning outcomes**

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
**Module title**

Optimal Tax Theory

**Abbreviation**

12-M-F4-182-m01

---

**Module coordinator**

Holder of the Chair of Public Finance

**Module offered by**

Faculty of Business Management and Economics

**ECTS**

5

**Method of grading**

numerical grade

**Only after succ. compl. of module(s)**

--

**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

--

---

### Contents

**Description:**

The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.

Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.

Reading: Lecture notes will be provided.

Outline of syllabus:

1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

**Intended learning outcomes**

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
European Competition Policy | 12-M-WPE-192-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

## Intended learning outcomes

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

## Courses

(type, number of weekly contact hours, language — if other than German)

V (2)
Module taught in: English

## Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 to 120 minutes) or
b) Term paper (15 to 20 pages)
Creditable for bonus
Language of assessment: English

## Allocation of places

There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be alloca-
ted to students of other subjects; should the number of applications exceed the number of available places, the-
se places will be allocated by lot.

Additional information

---

Referred to in LPO I (examination regulations for teaching-degree programmes)

---
Compulsory core electives 3: Seminars
(10 ECTS credits)
# Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

## Module title

| Advanced Seminar: Marketing Strategy | 12-M-MSS-161-m01 |

## Module coordinator

| Holder of the Junior Professorship of Digital Marketing and E-Commerce |

## Module offered by

| Faculty of Business Management and Economics |

## ECTS

| 10 |

## Method of grading

| numerical grade |

## Only after succ. compl. of module(s)

| -- |

## Duration

| 1 semester |

## Module level

| graduate |

## Other prerequisites

| -- |

## Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.

Reading:

will vary according to topic

## Intended learning outcomes

After completing the course "Marketing Strategie", students will be able to

1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

## Courses (type, number of weekly contact hours, language — if other than German)

| S (2) |

## Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 |

Language of assessment: German and/or English

## Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information

| -- |

## Referred to in LPO I (examination regulations for teaching-degree programmes)

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>---------------------------------------</td>
</tr>
<tr>
<td>Advanced Seminar: Industrial Management</td>
</tr>
</tbody>
</table>

**Module coordinator**  
Holder of the Chair of Business Management and Industrial Management  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.

**Intended learning outcomes**
The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a predetermined time frame and to defend the findings in the course of a critical, scientific discussion.

**Courses**
(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 or b) term paper (approx. 15 to 20 pages) and presentation (approx. 45 minutes), weighted 1:1

Language of assessment: German and/or English

**Allocation of places**
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Financial Accounting</td>
<td>12-M-SER-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.

**Intended learning outcomes**

After completion of the module, participants have:

(i) consolidated the learned issues and possibly applied additional techniques of scientific work;

(ii) created and defended a qualifying level relevant scientific work;

(iii) conducted a scientific examination of the work results of other seminar participants;

(iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2) + S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)

Language of assessment: German and/or English

Assessment offered: Once a year, winter semester

**Allocation of places**

20 places.

1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

3. A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module Title
**Advanced Seminar: Corporate Finance**

### Abbreviation
12-M-SBL-182-m01

### Module Coordinator
Holder of the Chair of Corporate Finance

### Module Offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of Grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module Level
Graduate

### Other Prerequisites
--

### Contents
This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.

### Intended Learning Outcomes
Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.

### Courses
- **S (2)**

### Method of Assessment
- **Term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1**
- **Language of assessment: German and/or English**

### Allocation of Places
- **15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.**

### Additional Information
--

### Referred to in LPO
- **LPO I** (examination regulations for teaching-degree programmes)
## Module title

**Advanced Seminar: Selected Problems in Analytical Tax Research**

| Abbreviation | 12-M-SSL-161-m01 |

## Module coordinator

**Holder of the Chair of Business Taxation**

**Module offered by**

Faculty of Business Management and Economics

## ECTS

<table>
<thead>
<tr>
<th>Method of grading</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>numerical grade</td>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

In this seminar, current problems of tax research will be analyzed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.

## Intended learning outcomes

After the seminar, students are able
- to analyze a complex issue in taxation using research methods,
- to identify problems and to suggest solutions,
- to formulate and to defend their analysis and suggested solutions.

## Courses

**S (2)**

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German and/or English

## Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information

--

## Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Enterprise Systems</td>
<td>12-M-ES-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.

**Reading:**
will vary according to topic

**Intended learning outcomes**

After completing the course "Enterprise Systems", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
# Advanced Seminar: Topics in Personnel Economics and Organizational Theory

**Abbreviation:** 12-M-SPO-182-m01

**Module coordinator:** Holder of the Chair of Human Resource Management and Organisation

**Module offered by:** Faculty of Business Management and Economics

**ECTS** | **Method of grading** | **Only after succ. compl. of module(s)**
--- | --- | ---
10 | numerical grade | --

**Duration** | **Module level** | **Other prerequisites**
--- | --- | ---
1 semester | graduate | --

**Contents**
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation.

**Intended learning outcomes**
The students learn to handle, write in own words, present, and discuss current research literature in the area human resource management and organisation.

**Courses**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language (if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
<td>English</td>
</tr>
</tbody>
</table>

**Method of assessment**

- **Term paper (approx. 20 pages) and presentation with sub-presentation including discussion (approx. 50 minutes), weighted 1:1**
- **Language of assessment:** German and/or English

**Allocation of places**

- **20 places.**
  - (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
  - (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
  - (3) A waiting list will be maintained and places reallocated by lot as they become available.

**Additional information**

- 

**Referred to in LPO I**

- (examination regulations for teaching-degree programmes)
### Module title
Advanced Seminar: Entrepreneurship and Management

### Abbreviation
12-M-SAS-182-m01

### Module coordinator
Holder of the Chair of Entrepreneurship and Strategy

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.

### Intended learning outcomes

**Educational aims**
- Enable students to position their research
- Enable students to critically review a substantial body of literature in short time
- Enable students to develop a sound theoretical framework
- Enable students to create a research paper fully meeting academic standards

**Learning outcomes**
On successful completion of this module students will be able to:
- Differentiate their research from previous work
- Adopt theoretical perspectives to understand complex phenomena
- Engage in comprehensive academic reasoning
- Articulate abstract and complex phenomena and relationships in written and oral form

### Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
</tr>
</tbody>
</table>

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 20 pages) and presentation (15 to 30 minutes), weighted 2:1
- Assessment offered: Once a year, winter semester
- Language of assessment: German and/or English

### Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Selected Aspects of Managerial Accounting</td>
<td>12-M-AUAS-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Business Management, Management Accounting and Control

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of relevant topics in the field of managerial accounting.

**Intended learning outcomes**

After completion of the seminar, students will be able to answer complex questions from the field of managerial accounting at a scientific level. They are able to conduct scientific literature research in a targeted manner and understand its contents as well as apply further scientific methods to answer questions, integrate acquired results into scientific papers and, building on this, independently prepare presentations and lectures.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, summer semester

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
**Business Analytics** | 12-M-BUA-161-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Business Analytics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
10 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.

Students work on current topics using methods from machine learning, mathematical optimization and simulation.

Intended learning outcomes

The module provides students with knowledge of:
- Scientific literature
- Implementation of methods in code
- Integration of developed results in scientific papers
- Creating presentations and lectures

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Assessment offered: Once a year, winter semester
Language of assessment: German and/or English

Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
## Module title
**Seminar: Applied Analytics in Logistics & Supply Chain Management**

### Abbreviation
12-M-LSCM-222-m01

## Module coordinator
**Holder of the Chair of Logistics and Quantitative Methods in Business Administration**

## Module offered by
**Faculty of Business Management and Economics**

## ECTS
10

## Method of grading
Numerical grade

## Only after succ. compl. of module(s)
--

## Duration
1 semester

## Module level
Graduate

## Other prerequisites
--

---

## Contents
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).

## Intended learning outcomes
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.

## Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)
Language of assessment: German and/or English

## Allocation of places
20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration.
(2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair.
(3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

## Additional information
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic and Business Ethics</td>
<td>12-M-WUE-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this seminar, students will gain an overview of different ethical aspects in business and economy, e.g. leadership ethics, corruption, ethical theories, consumer ethics, CSR.

**Intended learning outcomes**

Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethical problem in business and/or economy. He/she should be able to present a complex problem in an clear and understandable way and he/she should discuss the arguments with other participants in the class.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German and/or English

**Allocation of places**

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical Seminar: Economic Journalism</td>
<td>12-M-SWJ-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**
Holder of the Professorship of Economic Journalism

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
Students will acquire an in-depth insight into the practical side of economics journalism. They must complete their placements at company or other institution at which they will have an opportunity to gain an in-depth knowledge of economics journalism. Students will be required to prepare a practical report on the placement module as well as to submit proof of regular attendance and participation. In addition, a certificate issued by the placement company is to be submitted.

**Intended learning outcomes**
The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio on observation visit, including work samples (approx 40 pages)
Language of assessment: German and/or English

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Project Modul: Journalism in Economic Policy | 12-M-WPJ-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

**Contents**

Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.

**Intended learning outcomes**

Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

Creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
## Module title

**Project: Selected Topics in Business Management and Economics I**

## Abbreviation

12-M-APS-182-m01

## Module coordinator

Dean of the Faculty of Business Management and Economics

## Module offered by

Faculty of Business Management and Economics

## ECTS

10

## Method of grading

Numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

Graduate

## Other prerequisites

--

## Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

## Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

## Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language (if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

## Method of assessment

Term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

Creditable for bonus

## Allocation of places

15 places.

1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
3. A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information

--

## Referred to in LPO 1

(examination regulations for teaching-degree programmes)

--
### Module: Project: Selected Topics in Business Management and Economics II

**Module title**
Project: Selected Topics in Business Management and Economics II

**Abbreviation**
12-M-APS2-182-m01

**Module coordinator**
Dean of the Faculty of Business Management and Economics

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
--

### Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses
(type, number of weekly contact hours, language — if other than German)

| S (2) |

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

- Assessment offered: In the semester in which the course is offered

- Language of assessment: German and/or English creditable for bonus

### Allocation of places
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Current Topics in Macroeconomics</td>
<td>12-M-SV1-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.

Format of the module: seminar

Prerequisites: Basic knowledge of macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the seminar

ECTS and grading: 10 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper

Frequency of the module: Each term

Workload: 300 hours

Duration: 1 Semester

**Intended learning outcomes**

Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)

Language of assessment: English

**Allocation of places**

10 places.

(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

(3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--
Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module Catalogue for the Subject Management
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 1</td>
<td>12-M-ATÖ1-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Content**

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

**Literature:**

- Peer-reviewed articles and/or monographs.

### Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

### Courses

(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
</tr>
</tbody>
</table>

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1)
- Language of assessment: German and/or English

### Allocation of places

10 places.

1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
3. A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

- 

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

-
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 2</td>
<td>12-M-ATÖ2-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Content**

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

**Literature:**

Peer-reviewed articles and/or monographs.

**Intended learning outcomes**

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1)

Language of assessment: German and/or English

**Allocation of places**

10 places.

(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

(3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 3</td>
<td>12-M-ATIÖ3-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]</td>
</tr>
</tbody>
</table>

**Literature:**

Peer-reviewed articles and/or monographs.

**Intended learning outcomes**

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>(2)</td>
<td></td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| Term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) |
| Language of assessment: German and/or English |

**Allocation of places**

| 10 places. |
| (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. |
| (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. |
| (3) A waiting list will be maintained and places re-allocated by lot as they become available. |

**Additional information**

| -- |

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>International Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

**Intended learning outcomes**

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (2)</td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1)
- Language of assessment: German and/or English

**Allocation of places**

- 10 places.
  1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
  2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
  3. A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>----</td>
</tr>
</tbody>
</table>

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>----</td>
</tr>
</tbody>
</table>
Advanced Seminar: Industrial Organization

Module title: Advanced Seminar: Industrial Organization
Abbreviation: 12-M-SIO-161-m01

Module coordinator: Holder of the Chair of Industrial Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 10
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This course covers selected advanced topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.

Intended learning outcomes:
After completing the course “Seminar: Industrieökonomik”, students will be able to
1. perform a survey of the scientific literature on a given topic;
2. critically assess the economic models and their findings in the literature;
3. describe the economic mechanisms underlying important economic observations;
4. suggest future research directions;
5. present their findings to an audience.

Courses:
S (2)

Method of assessment:
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places:
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Labour Economics</td>
<td>12-M-SWOSP-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Labor Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people’s social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis.

The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children's social behavior and preferences.

### Intended learning outcomes

This seminar is designed to acquire the skills to write a master thesis at the Chair of Labour Economics. It focuses on the acquisition of empirical tools - mostly related to experimental empirical tools - in order to understand the determinants of social behavior and preferences.

### Courses

**(type, number of weekly contact hours, language — if other than German)**

<table>
<thead>
<tr>
<th>S (2)</th>
</tr>
</thead>
</table>

### Method of assessment

**(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)**

- term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1
- Language of assessment: German and/or English

### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Public Finance</td>
<td>12-M-SV5-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.

### Intended learning outcomes

After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master’s thesis.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
</tr>
</tbody>
</table>

Assessment offered: Once a year, summer semester
Language of assessment: German and/or English

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Advanced Seminar: Econometrics | 12-M-SOE-182-m01

Module coordinator | Module offered by
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents
This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.

Intended learning outcomes
Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.

Courses (type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
Seminar: Macroeconomics and Quantitative Economic Research

### Abbreviation
12-M-MEW-161-m01

### Module coordinator
Head of the Work Group of Empirical Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This course will provide students with a more in-depth understanding of specific problems of macroeconomics and quantitative economic research. A current list of topics, from which students may select one, is available on my website.

### Intended learning outcomes
After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master’s thesis.

### Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

### Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
( examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Seminar: Strategic Incentive Design | 12-M-ATC-222-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Contract Theory and Information Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes “Advanced Microeconomics” and “Contract Theory”.

### Intended learning outcomes
After completing the course students will have gathered experience in
- reading and understanding theoretical or experimental research articles,
- critically analyzing and discussing the results of research articles,
- relating the results of different research articles to each other,
- conveying their insights both verbally and in writing in accordance with common scientific standards.

### Courses
(type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

term paper (20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)
Language of assessment: English

### Allocation of places
15 places.
(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
(3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
Seminar: E-Business Strategies

### Abbreviation
12-M-SEBS-161-m01

### Module coordinator
Holder of the Chair of Information Systems Engineering

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.

### Intended learning outcomes
- Academic literature review
- Integration of developed results in scientific papers
- Creating presentations and talks

### Courses
(type, number of weekly contact hours, language — if other than German)

S (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, winter semester

Language of assessment: German and/or English

### Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Compulsory core electives 4: Electives
(20 ECTS credits)
Module title: International Marketing
Abbreviation: 12-M-IIM-161-m01

Module coordinator: Holder of the Chair of Business Management and Marketing
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
Description:
The module builds on the knowledge acquired during the Bachelor's degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

Outline of syllabus:
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

Reading:

Intended learning outcomes
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: German and/or English

Allocation of places
--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
</tr>
</thead>
<tbody>
<tr>
<td>(examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>

| -- |  |
### Industrial Management 1

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 1</td>
<td>12-M-SBM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Industrial Management</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
<td>--</td>
</tr>
<tr>
<td>Ü</td>
<td>(2)</td>
<td>--</td>
</tr>
</tbody>
</table>

Course type: might also be offered as eLearning, seminary, workshop, etc.

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 40 to 60 minutes)</td>
<td>or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1</td>
<td>or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Module title: Industrial Management 2  
Abbreviation: 12-M-LA-182-m01

Module coordinator: 
Holder of the Chair of Business Management and Industrial Management

Module offered by: 
Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

Intended learning outcomes:
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

Courses:
V (2) + Ü (2)
Course type: might also be offered as eLearning, seminar, workshop, etc.

Method of assessment:
Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus

a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

Allocation of places:
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Module title** | **Abbreviation**
--- | ---
Industrial Management 3 | 12-M-SPM-182-m01

**Module coordinator**
Holder of the Chair of Business Management and Industrial Management

**Module offered by**
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**
This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**
After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

**Courses**
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Course type: might also be offered as eLearning, seminary, workshop, etc.

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Module title
Global Value Management

Abbreviation
12-M-GVM-161-m01

Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
Numerical grade

Only after succ. compl. of module(s)

Duration
1 semester

Module level
Graduate

Other prerequisites

Contents
In this course, students will explore selected issues of procurement, production and logistics management.

Intended learning outcomes
In addition to the necessary expertise in the management of global value networks, in this seminar (inter-)disciplinary and social competences are taught, because these from procurement, production and logistics management at least partially independent capabilities provide a not important success factor of a successful (global and usually intercultural) cooperation to deal with the complex problems of the global value management.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Course type: alternatively eLearning, S, WS

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered and in the subsequent semester

Language of assessment: German and/or English

creditable for bonus

Allocation of places

Additional information

Referral to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Advanced Seminar: Industrial Management | 12-M-SI-161-m01

Module coordinator
Holder of the Chair of Business Management and Industrial Management

Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.

Intended learning outcomes
The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a predetermined time frame and to defend the findings in the course of a critical, scientific discussion.

Courses (type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 or b) term paper (approx. 15 to 20 pages) and presentation (approx. 45 minutes), weighted 1:1
Language of assessment: German and/or English

Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Statement Analysis and Business Valuation</td>
<td>12-M-UA-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

### Intended learning outcomes

Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation techniques to real-world cases and recommend investment decisions.

### Courses

<table>
<thead>
<tr>
<th>type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>written examination (approx. 60 to 120 minutes)</td>
</tr>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
<tr>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounted Cashflow</td>
<td>12-M-CF1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.

**Syllabus:**

1. Introduction
2. DCF Theory under certainty
   1. NPV without taxes
   2. NPV with personal taxes
   3. NPV with corporate taxes
3. DCF Theory under uncertainty
   1. DCF basics
   2. Valuation of unlevered companies
   3. Valuation of levered companies
4. Practice of DCF methods

### Intended learning outcomes

After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.

### Courses

(type, number of weekly contact hours, language — if other than German)

**V (2) + Ü (2)**

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic and Business Ethics</td>
<td>12-M-WUE-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this seminar, students will gain an overview of different ethical aspects in business and economy, e. g. leadership ethics, corruption, ethical theories, consumer ethics, CSR.

**Intended learning outcomes**

Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethical problem in business and/or economy. He/she should be able to present a complex problem in an clear and understandable way und he/she should discuss the arguments with other participants in the class.

**Courses**

(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>S (2)</th>
</tr>
</thead>
</table>

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 |
| Language of assessment: German and/or English |

**Allocation of places**

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
**Module title**  
Portfolio and Capital Market Theory

**Abbreviation**  
12-M-CF2-182-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Module coordinator**  
Holder of the Chair of Corporate Finance

**Module offered by**  
Faculty of Business Management and Economics

**Faculty**  
Faculty of Business Management and Economics

**ECTS**  
5

**Method of grading**  
numerical grade

**Only after succ. compl. of module(s)**  
--

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
--

**Contents**
This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

**Syllabus:**

1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

**Intended learning outcomes**
This module enables the students

(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;

(ii) to understand and use the central CAPM propositions for valuating risky assets.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

**Allocation of places**  
--

**Additional information**  
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management</td>
<td>12-M-CF3-222-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Corporate Finance

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.

1. Introduction
2. Futures & Forwards
3. Swaps
4. Options
5. Measures of risk

**Intended learning outcomes**

Upon completion of this module students will be able to,

(i) independently determine the fair value of the derivatives discussed, as well as

(ii) to understand and evaluate common capital market hedging strategies.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected Topics in Corporate Finance</td>
<td>12-M-CF4-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new chairs that are not yet included in the regular curriculum.

The chair holder will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

- **V (2) + Ü (2)**

### Method of assessment

- a) written examination (approx. 60 to 90 minutes) or
- b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject Management

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk measurement and risk valuation: Concepts and applications for banks</td>
<td>12-M-CF5-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Corporate Finance

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after suc. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course augments the usual consideration of symmetric risk metrics by introducing metrics for downside risks and the concept of risk as a capital requirement. The focus for applications in banks lies in the treatment of risks with regard of supervisory regulations.

**Intended learning outcomes**

After completing the course “Risk measurement and risk valuation: Concepts and applications for banks” the students are able

1. to judge the appropriateness and problems of asymmetric risk measures,
2. to address essential risks in banks and to understand their handling by supervisory regulations as well as
3. to realize the concept of risk as a capital requirement being the systematic base for these aspects in the banking sector.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Advanced Seminar: Corporate Finance | 12-M-SBL-182-m01

Module coordinator | Module offered by
Holder of the Chair of Corporate Finance | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.

Intended learning outcomes

Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics of Tax Planning</td>
<td>12-M-SP-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Taxation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td></td>
</tr>
</tbody>
</table>

### Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

### Intended learning outcomes

This course enables students to

(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;

(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;

(iii) read and discuss research and policy papers in the field of taxation.

### Courses

<table>
<thead>
<tr>
<th>type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
## Module title

**IT-Management**

### Abbreviation

12-M-ITM-161-m01

## Module coordinator

Holder of the Chair of Information Systems Engineering

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

Numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

Graduate

## Other prerequisites

--

## Contents

**Content:**

This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

**Outline of syllabus:**

1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

**Reading:**

- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

## Intended learning outcomes

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

## Courses

**Course type, number of weekly contact hours, language**

- **V (2) + Ü (2)**

## Method of assessment

**Type, scope, language**

- a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

**Language of assessment:** German and/or English

**Creditable for bonus:**

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives in Organizations</td>
<td>12-M-AO-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

**Intended learning outcomes**

Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Human Resource Management and Industrial Relations | 12-M-HRM-222-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Human Resource Management and Organisation | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.

Syllabus
Introduction: Human Resource Management & Industrial Relationships
Chapter 1: The employment contract [formal model]
Chapter 2: Motivation [formal model]
Chapter 3: Employee resistance against reorganisations [empirical study]
Chapter 4: The role of works councils [formal model]
Chapter 5: Works councils and the employer wage structure [empirical study]
Chapter 6: The behaviour of labour unions [formal model]
Chapter 7: Learning process of employers [formal model and empirical study]
Chapter 8: Demographic challenges of HRM [formal model and empirical study]

Intended learning outcomes
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places
There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
### Additional information

#### Referred to in LPO I (examination regulations for teaching-degree programmes)

---
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Topics in Personnel Economics and Organizational Theory</td>
<td>12-M-SPO-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation.

**Intended learning outcomes**

The students learn to handle, write in own words, present, and discuss current research literature in the area human resource management and organisation.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 pages) and presentation with sub-presentation including discussion (approx. 50 minutes), weighted 1:1

Language of assessment: German and/or English

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Strategic Managerial Accounting | 12-M-INST-182-m01

### Module coordinator

**Holder of the Chair of Business Management, Management Accounting and Control**

**Module offered by**

Faculty of Business Management and Economics

### ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

### Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

### Contents

The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.

### Intended learning outcomes

Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

**Coordination, Budgeting and Incentives in Organizations**

### Abbreviation

12-M-KOBO-182-m01

### Module coordinator

**Holder of the Chair of Business Management, Management Accounting and Control**

### Module offered by

Faculty of Business Management and Economics

### ECTS

<table>
<thead>
<tr>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

### Intended learning outcomes

This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

Accounting and Capital Markets

### Abbreviation

12-M-REKA-182-m01

### Module coordinator

Holder of the Chair of Business Management, Management Accounting and Control

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

### Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.

### Intended learning outcomes

Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change Management</td>
<td>12-M-CIU-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.

### Intended learning outcomes

After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.

### Courses (type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or
- b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
### Module title
Advanced Seminar: Selected Aspects of Managerial Accounting

### Abbreviation
12-M-AUAS-182-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of relevant topics in the field of managerial accounting.

### Intended learning outcomes
After completion of the seminar, students will be able to answer complex questions from the field of managerial accounting at a scientific level. They are able to conduct scientific literature research in a targeted manner and understand its contents as well as apply further scientific methods to answer questions, integrate acquired results into scientific papers and, building on this, independently prepare presentations and lectures.

### Courses
(type, number of weekly contact hours, language — if other than German)

S (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, summer semester
Language of assessment: German and/or English

creditable for bonus

### Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title: Advanced Operations & Logistics Management
Abbreviation: 12-M-AOLM-182-m01

Module coordinator:
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by:
Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes:
After completing this course students can:
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

Courses:
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus: --

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Logistics &amp; Supply Chain Management</td>
<td>12-M-GLSC-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

**Intended learning outcomes**

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Applied Analytics in Logistics &amp; Supply Chain Management</td>
<td>12-M-LSCM-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).

**Intended learning outcomes**

The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (2)</td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

<table>
<thead>
<tr>
<th>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language of assessment: German and/or English</td>
</tr>
</tbody>
</table>

**Allocation of places**

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration.

2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair.

3. Among applicants with the same number of ECTS credits, places will be allocated by lot.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Managerial Analytics & Decision Making  
Abbreviation: 12-M-MADM-182-m01

Module coordinator: Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

Intended learning outcomes:
After completing this course students can

(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus: --

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
# Module Catalogue for the Subject Management

Master's with 1 major, 120 ECTS credits

## Module title

Strategic Management of Global Supply Chains

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Management of Global Supply</td>
<td>12-M-SMGS-182-m01</td>
</tr>
<tr>
<td>Chains</td>
<td></td>
</tr>
</tbody>
</table>

## Module coordinator

Holder of the Chair of Logistics and Quantitative Methods in Business Administration

## Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

## Duration

1 semester

## Contents

Description:
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

### Intended learning outcomes

After completing this course students

(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and

(ii) understand the effects of global value chains onto strategic company decisions.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx 60 minutes)
Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--

---
## Seminar: Supply Chain Competition

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Supply Chain Competition</td>
<td>12-M-SCC-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td></td>
</tr>
</tbody>
</table>

**Contents**

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

**Intended learning outcomes**

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,

ii. faced the practical problems when using real data to feed models,

iii. and understand the challenges to reach a coordinated decision in a company.

**Courses** (type, number of weekly contact hours, language — if other than German)

- S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1
- Assessment offered: Once a year, winter semester
- Language of assessment: German and/or English

**Allocation of places**

12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Monetary Policy and the Financial System | 12-M-EG1-222-m01

Module coordinator

Holder of the Chair of Monetary Policy and International Economics

Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes

Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and apply models and theories to analyze and evaluate these.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

Allocation of places

--

Additional information

--
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Monetary Policy, Foreign Exchange Markets, and the International Monetary System | 12-M-EG2-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

The course deals with the following topics:

The foreign exchange market:
Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.

Exchange rate economics:
Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.

Exchange rate regimes and monetary policy in open economies:
Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.

Modelling open economy macroeconomics at the intermediate level:
Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates.
The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.

Currency crises:
International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.

Managed-floating as a solution for the policy trilemma.

Intended learning outcomes

By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English
creditable for bonus

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
Module title | Abbreviation
--- | ---
DSGE Modelling | 12-M-DMM-222-m01

Module coordinator | Module offered by
Head of the Work Group of Empirical Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

Intended learning outcomes
The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:
- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variable techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.

Based on the course students are able themselves to design and implement DSGE models.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places
--

Additional information
Research track module in Master’s programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Seminar: Current Topics in Macroeconomics

Abbreviation: 12-M-SV1-222-m01

Module coordinator: Holder of the Chair of Monetary Policy and International Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 10

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.

Format of the module: seminar

Prerequisites: Basic knowledge of macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the seminar

ECTS and grading: 10 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper

Frequency of the module: Each term

Workload: 300 hours

Duration: 1 Semester

Intended learning outcomes:
Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.

Courses:
S (2)
Module taught in: English

Method of assessment:
Term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)
Language of assessment: English

Allocation of places:
10 places.
1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
3. A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Macroeconomics and Quantitative Economic Research</td>
<td>12-M-MEW-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head of the Work Group of Empirical Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This course will provide students with a more in-depth understanding of specific problems of macroeconomics and quantitative economic research. A current list of topics, from which students may select one, is available on my website.

### Intended learning outcomes

After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master’s thesis.

### Courses (type, number of weekly contact hours, language — if other than German)

S (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Economic Geography

Module title

Abbreviation

12-M-EG-182-m01

Module coordinator

Holder of the Chair of International Economics

Module offered by

Faculty of Business Management and Economics

ECTS

Method of grading

Only after succ. compl. of module(s)

5

numerical grade

--

Duration

Module level

Other prerequisites

1 semester

graduate

--

Contents

Der Kurs wird in Englisch gelesen

Content

The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries.

I Motivation and Facts

II Location Basics

- Forces Shaping the Location of Economic Activity in Space

- Some Intellectual Background

III Urban and Regional Economics

- The Spatial Structure of Cities

- City Systems

III New Economic Geography

- From the New Trade Theory to the New Economic Geography

- Footloose Capital Model and Policy Applications

- Core Periphery Models and Policy Applications

- Empirics

Literature:

The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books are:

Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press


Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press

Krugman, P.R., 1991, Geography and Trade, MIT Press

**Intended learning outcomes**

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Module title: International Trade and the Multinational Firm
---|---
Abbreviation | 12-M-ITMF-182-m01

Module coordinator | Holder of the Chair of International Economics

Module offered by | Faculty of Business Management and Economics

**ECTS** | 5
**Method of grading** | numerical grade

**Duration** | 1 semester
**Module level** | graduate

**Other prerequisites** | --

**Contents**

**Content**

The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]

**Outline**

I Ricardian Trade Theory
II Heckscher-Ohlin Trade Theory
III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition
IV Firm Heterogeneity, Trade and FDI
V The Multinational Firm

**Literature:**

The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:


**Intended learning outcomes**

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening...
of the international division of labor, in particular the repercussions of the global economy on national economies.

<table>
<thead>
<tr>
<th>Courses</th>
<th>V (2) + Ü (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module taught in:</td>
<td>English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language of assessment:</td>
<td>English</td>
</tr>
<tr>
<td>creditable for bonus</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
<th>--</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>--</td>
</tr>
</tbody>
</table>
**Module title**  
Advanced Macroeconomics

**Abbreviation**  
12-M-MFF-182-m01

**Module coordinator**  
Holder of the Chair of International Economics

**Module offered by**  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
English

**Contents**

**Content**

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.

**Outline**

I Facts and the Solow Growth Model

II Infinite-Horizon Ramsey-Cass-Koopmans model

III Endogenous Growth

IV Human Capital, Social Infrastructure and Beyond

V Applications (Urban and regional growth; Growth, resources and the environment)

**Literature:**

The course draws strongly on the textbook:


We will use journal articles and research papers at several parts of the lecture.

**Intended learning outcomes**

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>
## Module Catalogue for the Subject Management

### Master’s with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 1</td>
<td>12-M-ATIO1-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

#### Content

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

#### Literature:

Peer-reviewed articles and/or monographs.

### Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

### Courses (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of contact hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>(2)</td>
</tr>
</tbody>
</table>

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1)

Language of assessment: German and/or English

### Allocation of places

10 places.

1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

3. A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 2</td>
<td>12-M-ATIÖ2-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Content**

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

**Literature:**

Peer-reviewed articles and/or monographs.

**Intended learning outcomes**

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: German and/or English

**Allocation of places**

10 places.

1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
3. A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics 3</td>
<td>12-M-ATÍÖ3-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Content**

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]  

**Literature:**

Peer-reviewed articles and/or monographs.

### Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

### Courses (type, number of weekly contact hours, language — if other than German)

S (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1)  
Language of assessment: German and/or English

### Allocation of places

10 places.  
(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.  
(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.  
(3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics</td>
<td>12-M-AMTIÖ-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of International Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (2)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: German and/or English</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 places.</td>
</tr>
</tbody>
</table>

(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

(3) A waiting list will be maintained and places re-allocated by lot as they become available.

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>
Module title
Trade Policy and the World Trading System

Abbreviation
12-M-TP-182-m01

Module coordinator
Holder of the Chair of International Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents

Content
The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.

Outline
1 The evolution of the world trading system and current issues
2 Trade policy instruments and their effects under perfect competition
3 The competition effect of trade opening
4 Domestic distortions
5 International market power and trade policy
6 Political economy and the world trading system

Literatur:
The main text used is:
The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:

Basic refreshers are
This literature is complemented by papers from scholarly journals.

**Intended learning outcomes**

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
## Market Research and Demand Analysis

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research and Demand Analysis</td>
<td>12-M-EIO-182-m01</td>
</tr>
</tbody>
</table>

### Module coordinator
Holder of the Chair of Industrial Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration
1 semester

### Duration
Graduate

### Other prerequisites
--

### Contents
1. (Recap of) Econometric methods
   - Ordinary Least Squares (OLS)
   - Endogeneity and how to deal with it (Instrumental Variables)
2. Estimation of demand
   - Representative consumer models
   - Multinomial Logit Model (ML) and extensions
   - Discrete choice models with individual data
   - Discrete choice models with aggregate data
3. Further applications
   - Demand and Supply estimation
   - Inferring marginal costs
   - Using structural models for counterfactual policy analysis

### Intended learning outcomes
The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

### Courses
V (2) + Ü (2)

Module taught in: English

### Method of assessment
(a) written examination (approx. 60 to 120 minutes) or (b) term paper (15 to 20 pages)

Language of assessment: English
creditable for bonus

### Allocation of places
--

### Additional information
Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Decisions and</td>
<td>12-M-SDC-182-m01</td>
</tr>
<tr>
<td>Competition</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Industrial</td>
<td>Faculty of Business Management and</td>
</tr>
<tr>
<td>Economics</td>
<td>Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

1. Strategic situations and decision making
2. Analyzing strategic situations with game theory
   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets
3. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
4. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
5. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
6. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

**Intended learning outcomes**

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)</td>
<td>Language of assessment: English</td>
</tr>
<tr>
<td></td>
<td>creditable for bonus</td>
</tr>
</tbody>
</table>

| Allocation of places     | --                                                                                                                            |

| Additional information   | --                                                                                                                            |

<table>
<thead>
<tr>
<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
### Module title
Theory of Industrial Organization

### Abbreviation
12-M-TI1-182-m01

### Module coordinator
Holder of the Chair of Industrial Economics

### Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Subgame perfect equilibrium and models of dynamic competition
   - Repeated games and collusion
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Behavioral Industrial Organization
   - Reference Dependent Preferences and Framing Effects
   - Time inconsistent behavior

The course will be taught in English.

### Intended learning outcomes
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.
<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
</table>
## Module Catalogue for the Subject Management

### Module title
Applied Industrial Organization

### Abbreviation
12-M-TI2-182-m01

### Module coordinator
Holder of the Chair of Industrial Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents

**Description:**
This course discusses vertical contracts in supply chains and their impact on competition.

**Outline of syllabus:**
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

### Intended learning outcomes
After completing the course students are able to
1. (i) explain the results of theoretical industrial economics on vertical contracts;
2. (ii) apply the involved methods to given simple examples on their own;
3. (iii) recognize, in which real life situations (and how) the results can be applied;
4. (iv) analyze the impact of certain vertical contracts on competition.

### Courses
(V (2))

**Module taught in:** English

### Method of assessment

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

**Assessment offered:** In the semester in which the course is offered

**Language of assessment:** English
creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
Module title: European Competition Policy

Abbreviation: 12-M-WPE-192-m01

Module coordinator: Holder of the Chair of Industrial Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

Intended learning outcomes
After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by drawing the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

Courses (type, number of weekly contact hours, language — if other than German)
V (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 to 120 minutes) or
b) Term paper (15 to 20 pages)
Creditable for bonus
Language of assessment: English

Allocation of places
There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be alloca-
ted to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

**Additional information**

---

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
Module title | Abbreviation
--- | ---
Advanced Seminar: Industrial Organization | 12-M-SIO-161-m01

Module coordinator | Module offered by
Holder of the Chair of Industrial Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
This course covers selected advanced topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.

Intended learning outcomes
After completing the course “Seminar: Industrieökonomik”, students will be able to
1. perform a survey of the scientific literature on a given topic;
2. critically assess the economic models and their findings in the literature;
3. describe the economic mechanisms underlying important economic observations;
4. suggest future research directions;
5. present their findings to an audience.

Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Labour Economics</td>
<td>12-M-TLE-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Labor Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

Due to the crediting of different modules, no competence description can be made.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Policy Evaluation Methods

Abbreviation: 12-M-PEM-182-m01

Module coordinator: Holder of the Chair of Labor Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.

The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.

The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students what one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.

Intended learning outcomes

At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of Field Experiments and Studies</td>
<td>12-M-DFES-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Labor Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: English

Creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Experimental Economics | 12-M-EE-182-m01

Holder of the Chair of Labor Economics | Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

Contents

Aim and outline of the course:

The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.

In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.

The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the “homo oeconomicus”. The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.

When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.

Prerequisites: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

Literature:

The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.


In addition lecture slides will be provided.

Grading: Grading will be based on a presentation and a term paper.
### Intended learning outcomes

The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
<th>Language</th>
<th>Module Taught In</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
<td></td>
<td>English</td>
</tr>
<tr>
<td>Ü</td>
<td>(2)</td>
<td></td>
<td>English</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language</th>
<th>Exam Offered</th>
<th>Creditable for Bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes)</td>
<td>or b) term paper (approx. 15 pages)</td>
<td>English</td>
<td>In the semester in which the course is offered</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Allocation of places

---

### Additional information

- Research track module in Master's programme IEP
- Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
Topics in Human Capital Development

### Abbreviation
12-M-THC-182-m01

### Module coordinator
Holder of the Chair of Labor Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
Due to the crediting of different modules, no competence description can be given.

### Courses
(type, number of weekly contact hours, language — if other than German)
- V (2) + Ü (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Assessment offered: In the semester in which the course is offered
- Language of assessment: English
- creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Topics in Migration | 12-M-TIM-182-m01

Module coordinator | Module offered by
Holder of the Chair of Labor Economics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Migration has become a key issue in the political and public debate all over the world. Thus, economists increa-
singly engaged in studying determinants and consequences of migration as it has a substantial impact on recei-
ving and sending countries. This course offers an intro- duction to the key concepts of migration economics and
will cover the following topics:

1) Migration Decision and Forms of Migration
2) Effects on Migration on Employment and Wages
3) Effects of Migration on Attitudes and Political Economy
4) Integration and Integration Policies
5) Refugee Migration
6) Impacts of Emigration

At the end of the course students are familiar with the basic theoretical and empirical con- cepts in the area of
economics of migration. A special focus will be on the understanding of the identification of causal effects and
the ability to connect links between the different are- as of analysis.

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful
reading of some of the key scientific articles related to the outlined topics (a reading list will be provided at the
beginning of the semester).

Intended learning outcomes

Solid knowledge of microeconomics and econometrics is reinforced. At the end of the semester, students will ha-
ve the opportunity to present their term papers.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether
module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
### Module title

**Advanced Seminar: Labour Economics**

### Abbreviation

12-M-SWOSP-182-m01

### Module coordinator

Holder of the Chair of Labor Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people’s social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis.

The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children’s social behavior and preferences.

### Intended learning outcomes

This seminar is designed to acquire the skills to write a master thesis at the Chair of Labour Economics. It focuses on the acquisition of empirical tools - mostly related to experimental empirical tools - in order to understand the determinants of social behavior and preferences.

### Courses

(type, number of weekly contact hours, language — if other than German)

| S (2) |

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- **term paper** (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1
- Language of assessment: German and/or English

### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
## Module title
European Public Finance

## Abbreviation
12-M-EFP-222-m01

## Module coordinator
Holder of the Chair of Public Finance

## Module offered by
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>1 semester</td>
<td>graduate</td>
<td></td>
</tr>
</tbody>
</table>

## Method of grading
Only after succ. compl. of module(s)

## ECTS
5

## Method of grading
Numerical grade

## Duration
1 semester

## Module level
Graduate

## Other prerequisites
--

## Contents
The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.

### Course contents:
1. The European Union: History and Institutions
2. The Budget of the European Union
3. Economic Analysis of the Brexit Process
4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU
5. Tax Competition or Tax Coordination in Europe?
6. European Climate Policy: Emission Trading and Green Deal

## Intended learning outcomes
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to discuss and analyze more specific policy problems.

## Courses
(V (2) + Ü (2))
Module taught in: English

## Method of assessment
(a) written examination (approx. 60 minutes) or
(b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

## Allocation of places
There are no restrictions with regard to available places for students of the Master’s degree programme Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

## Additional information
--

Referred to in LPO 1 (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy of Taxation</td>
<td>12-M-F1-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Public Finance

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Description:
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

Contents:
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Taxation and household decisions

**Intended learning outcomes**

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
### Module title
Social Insurance and the Welfare State

### Abbreviation
12-M-F3-182-m01

### Module coordinator
Holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents
**Description:**
This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

**Reading:** lecture notes provided by Chair.

**Contents:**
1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Why do we need a public pension system?
6. Funding vs pay-as-you-go financing of public pensions

**Intended learning outcomes:**
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Computational Economics</td>
<td>12-M-NGM-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

**Description:**
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

**Outline of syllabus:**
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. Policy analysis with stochastic growth and life cycle models

**Reading:**
Lecture notes will be provided.

### Intended learning outcomes
After completing the course “Advanced Computational Economics” students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

Module taught in: English

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)</td>
</tr>
</tbody>
</table>

Language of assessment: English

### Additional information

- Research track module in Master’s programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

---
Module title

Advanced Seminar: Public Finance

Abbreviation

12-M-SV5-161-m01

Module coordinator

Holder of the Chair of Public Finance

Module offered by

Faculty of Business Management and Economics

ECTS

10

Method of grading

Numerical grade

Only after succ. compl. of module(s)

--

Duration

1 semester

Module level

Graduate

Other prerequisites

--

Contents

Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.

Intended learning outcomes

After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master's thesis.

Courses

(type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, summer semester

Language of assessment: German and/or English

Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
## Module Catalogue for the Subject Management

### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Economic Statistics</td>
<td>12-M-EWS-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

#### Contents

Outline of syllabus:
1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

#### Intended learning outcomes

Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.

#### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

#### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

#### Allocation of places

--

#### Additional information

--

#### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Econometrics 1 | 12-M-OE1-182-m01

Module coordinator | Module offered by
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.
The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German (winter semester), English (summer semester)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I</td>
</tr>
<tr>
<td>(examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>

---
**Module title** | **Abbreviation**
--- | ---
Econometrics 2 | 12-M-OE2-182-m01

**Module coordinator** | **Module offered by**
--- | ---
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Description:**
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation.

Linear algebra is used as formal aid.

**Syllabus:**
1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

**Intended learning outcomes**
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics 3</td>
<td>12-M-OE3-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

**Description:**

This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid.

**Syllabus:**

1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary uni- and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

**Intended learning outcomes**

The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

**Courses**

<table>
<thead>
<tr>
<th>Type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title: Analysis of Financial Market Data

Abbreviation: 12-M-FMO-182-m01

Module coordinator: Holder of the Chair of Econometrics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester

Module level: graduate

Contents:

Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(1)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.

Syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

Reading:

Intended learning outcomes:
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus
<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research track module in Master's programme IEP</td>
</tr>
<tr>
<td><strong>Referred to in LPO I</strong> (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
### Module title
Microeconometrics

### Abbreviation
12-M-MIK-182-m01

### Module coordinator
Holder of the Chair of Econometrics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.

### Outline
- What is microeconometrics?
- Models for qualitatively dependent variables
- Models for limited dependent variables
- Time-dependent models

### References

### Intended learning outcomes
Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.

### Courses (type, number of weekly contact hours, language — if other than German)
- Ü (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: German and/or English
- creditable for bonus

### Allocation of places
--

### Additional information
Research track module in Master's programme IEP

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Econometrics</td>
<td>12-M-SOE-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Econometrics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.

**Intended learning outcomes**

Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.

**Courses** (type, number of weekly contact hours, language — if other than German)

| S (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1
- Language of assessment: German and/or English

**Allocation of places**

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Microeconomics</td>
<td>12-M-AM-182-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Contract Theory and Information Economics

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**

1 semester graduate

**Contents**

In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.

Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.

The exposition is primarily based on the standard graduate textbooks


**Intended learning outcomes**

After completing the course students will be able to

- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Contract Theory | 12-M-CT-222-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Contract Theory and Information Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

**ECTS** | **Method of grading** | **Only after succ. compl. of module(s)** |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**

<table>
<thead>
<tr>
<th>Module level</th>
<th><strong>Other prerequisites</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
</tr>
</tbody>
</table>

**Contents**

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


**Intended learning outcomes**

After completing the course students will be able to

- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

**Courses**

<table>
<thead>
<tr>
<th>type, number of weekly contact hours, language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

Module taught in: English

**Method of assessment**

<table>
<thead>
<tr>
<th>type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or</td>
</tr>
<tr>
<td>b) term paper (approx. 15 pages)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
</tbody>
</table>
## Module title
Behavioral Economics

## Abbreviation
12-M-BEC-222-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Contract Theory and Information Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings.

As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class “Advanced Microeconomics”.

While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:

- Wakker (2010): “Prospect Theory for Risk and Ambiguity”

### Intended learning outcomes
After completing the course students will be able to

- explain essential findings of behavioral economic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (15 pages)
Language of assessment: English
Assessment offered: In the semester in which the course is offered creditable for bonus

### Allocation of places
--

### Additional information
--
<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Module title: Topics in Data Science 1
Abbreviation: 12-M-TDS-222-m01

Module coordinator: Holder of the Chair of Business Analytics
Module offered by: Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.

The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.

Intended learning outcomes:
Topics covered include:
- Data acquisition and processing
- Graph and network models
- Text analysis
- Working with geospatial data
- Usage of machine learning models (supervised and unsupervised)

Courses:
V (2) + Ü (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: German and/or English
Assessment offered: In the semester in which the course is offered creditable for bonus

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
Module title | Abbreviation
---|---
Topics in Information Systems 1 | 12-M-TIF1-182-m01

Module coordinator | Module offered by
---|---
Dean of the Faculty of Business Management and Economics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) term paper (approx. 15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO 1 (examination regulations for teaching-degree programmes)
--
### Module title

| Topics in Information Systems 2 | 12-M-TIF2-182-m01 |

### Module coordinator

| Dean of the Faculty of Business Management and Economics |

### Module offered by

| Faculty of Business Management and Economics |

### ECTS

| 5 |

### Method of grading

| numerical grade |

### Only after succ. compl. of module(s)

| -- |

### Duration

| 1 semester |

### Module level

| graduate |

### Other prerequisites

| -- |

### Contents

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

| (type, number of weekly contact hours, language — if other than German) |

| V (2) + Ü (2) |

### Method of assessment

| (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) |

| a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) term paper (approx. 15 to 20 pages) |

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

### Allocation of places

| -- |

### Additional information

| -- |

### Referred to in LPO I

| (examination regulations for teaching-degree programmes) |

| -- |
### Module title
Seminar: Strategic Incentive Design

### Abbreviation
12-M-ATC-222-m01

### Module coordinator
Holder of the Chair of Contract Theory and Information Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents
This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes “Advanced Microeconomics” and “Contract Theory”.

### Intended learning outcomes
After completing the course students will have gathered experience in
- reading and understanding theoretical or experimental research articles,
- critically analyzing and discussing the results of research articles,
- relating the results of different research articles to each other,
- conveying their insights both verbally and in writing in accordance with common scientific standards.

### Courses
(module taught in: English)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
<td>English</td>
</tr>
</tbody>
</table>

### Method of assessment
(module is creditable for bonus)

- Term paper (20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)
- Language of assessment: English

### Allocation of places
15 places.

1. Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
3. A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication in Business and Economics</td>
<td>12-M-BUC-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

**Intended learning outcomes**

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Business Communication in Print, Online and Social Media | 12-M-ECC-182-m01

Module coordinator | Module offered by
Holder of the Professorship of Economic Journalism | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.

Intended learning outcomes
By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
Project Modul: Crossmedial Business Communication

### Abbreviation
12-M-PCW-182-m01

### Module coordinator
Holder of the Professorship of Economic Journalism

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and TikTok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.

### Intended learning outcomes
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.

### Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
</tr>
</tbody>
</table>

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- Portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e.g. record of research activities, commentary, text analyses of different types of media
- Assessment offered: In the semester in which the course is offered
- Language of assessment: German and/or English
- Creditable for bonus

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Modul: Audiovisual Business Communication</td>
<td>12-M-PACW-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.

**Intended learning outcomes**

Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.

**Courses** (type, number of weekly contact hours, language — if other than German)

| S (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title

Project Modul: Journalism in Economic Policy

Abbreviation

12-M-WPJ-182-m01

Module coordinator

Holder of the Professorship of Economic Journalism

Module offered by

Faculty of Business Management and Economics

ECTS

10

Method of grading

numerical grade

Only after succ. compl. of module(s)

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.

Intended learning outcomes

Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.

Courses

(type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title
Selected Topics in Business Management and Economics 1
Abbreviation
12-M-APW1-161-m01

Module coordinator
Dean of the Faculty of Business Management and Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or presentation (approx. 30 to 45 minutes)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title

**Selected Topics in Business Management and Economics 2**

**Abbreviation**

12-M-APW2-161-m01

---

### Module coordinator

Dean of the Faculty of Business Management and Economics

---

### Module offered by

Faculty of Business Management and Economics

---

### ECTS

5

### Method of grading

numerical grade

Only after succ. compl. of module(s)

---

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

---

### Contents

This module serves the purpose of transferring credits from

- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

---

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

---

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

---

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

---

### Allocation of places

--

---

### Additional information

--

---

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Selected Topics in Business Management and Economics 3
Abbreviation: 12-M-APW3-161-m01

Module coordinator: Dean of the Faculty of Business Management and Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes:
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses (type, number of weekly contact hours, language — if other than German):
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus):
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
Creditable for bonus:

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--
### Module: Selected Topics in Business Management and Economics 4

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected Topics in Business Management and Economics 4</td>
<td>12-M-APW4-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

### Method of assessment

<table>
<thead>
<tr>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)</td>
</tr>
</tbody>
</table>

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected Topics in Business Information Systems 1</td>
<td>12-M-AWI1-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Course type: alternatively S instead of V + Ü

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected Topics in Business Information Systems 2</td>
<td>12-M-AWI2-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses**

(V (2) + Ü (2))

Course type: alternatively S instead of V + Ü

**Method of assessment**

(a) written examination (approx. 60 minutes) or (b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or (c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or (d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or (e) entirely or partly computerised written examination (approx. 60 minutes)

Language of assessment: German and/or English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
Topics in Business Information Systems 1  
**Abbreviation**  
12-M-ATW1-161-m01

### Module coordinator
Holder of the Chair of Business Management and Business Information Systems

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

## Contents
This course is a dummy module, e.g. for courses in the area of business informatics taken abroad.

## Intended learning outcomes
The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

## Courses
(type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Contact Hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>(2)</td>
<td></td>
</tr>
<tr>
<td>Ü</td>
<td>(2)</td>
<td></td>
</tr>
</tbody>
</table>

Course type: alternatively S instead of V + Ü

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

## Allocation of places
--

## Additional information
--

## Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Business Information Systems 2</td>
<td>12-M-ATW2-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

This course is a dummy module, e.g., for courses in the area of business informatics taken abroad.

**Intended learning outcomes**

The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Course type: alternatively S instead of V + Ü

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title
Project: Selected Topics in Business Management and Economics I

Abbreviation
12-M-APS-182-m01

Module coordinator
Dean of the Faculty of Business Management and Economics

Module offered by
Faculty of Business Management and Economics

ECTS
10

Method of grading
Numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
Graduate

Other prerequisites
--

Contents
This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
Term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

Allocation of places
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title

Project: Selected Topics in Business Management and Economics II

Abbreviation

12-M-APS2-182-m01

Module coordinator

Dean of the Faculty of Business Management and Economics

Module offered by

Faculty of Business Management and Economics

ECTS

10

Method of grading

Only after succ. compl. of module(s)

numerical grade

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

This module serves the purpose of transferring credits from

• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

Allocation of places

15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Processing within Organizations</td>
<td>12-IV-161-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

holder of the Chair of Business Management and Business Information Systems

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

**Intended learning outcomes**

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes)
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: Marketing and Strategic Communication</td>
<td>06-MK-SC-EX-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>holder of the Professorship of Media and Business Communication</td>
<td>Institute of Human Computer Media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages)

Language of assessment: German and/or English

**Allocation of places**

5 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
--- | ---
Project Module Strategic Entrepreneurship | 12-M-PUGF-182-m01

Module coordinator | Module offered by
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents
This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.

Intended learning outcomes

Educational aims
- Help students understand the role of positioning studies and theoretical modelling
- Help students understand the role of different research strategies
- Enable students to critically appraise alternative approaches to collecting and analyzing data

Learning outcomes
On successful completion of this module students will be able to:
- Formulate an adequate research question
- Build tentative theoretical models
- Choose an appropriate research design to test the model
- Document the research in the form of an academic manuscript

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 pages) and presentation (one candidate: approx 10 to 15 minutes; groups of 2: approx 20 minutes; groups of 3: approx. 30 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English

Allocation of places
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Digital Marketing I
Abbreviation: 12-M-DM1-182-m01

Module coordinator: Holder of the Junior Professorship of Digital Marketing and E-Commerce
Module offered by: Faculty of Business Management and Economics

ECTS
Method of grading: Numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: Graduate
Other prerequisites: --

Contents
Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

Intended learning outcomes
This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

Courses
V (2) + Ü (2)
Module taught in: English

Method of assessment
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
Creditable for bonus: --

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing II</td>
<td>12-M-DM2-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm’s divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation’s digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

### Structure of the class:

- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

### Intended learning outcomes

Studierende lernen in diesem Kurs, zentrale Konzepte des Online- und Offline-Marketing gezielt und bezogen auf die jeweilige Unternehmenssituation anzuwenden. Der Kurs bildet somit die Brücke zwischen Theorievermittlung und entsprechende Anwendung in der Unternehmenspraxis.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2)</td>
<td>+ Ü (2)</td>
<td>English</td>
</tr>
</tbody>
</table>

### Module taught in: English

### Method of assessment

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
Creditable for bonus

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Commerce I</td>
<td>12-M-EC1-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

**Intended learning outcomes**

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

**Empirical HR Research with Stata**

| Abbreviation | 12-M-EPF-161-m01 |

### Module coordinator

Holder of the Chair of Human Resource Management and Organisation

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

Graduate

### Other prerequisites

--

### Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

### Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ü</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### Method of assessment

Term paper (approx. 10 pages)

Assessment offered: Once a year as announced

Language of assessment: German and/or English

### Allocation of places

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places reallocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(Examination regulations for teaching-degree programmes)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Practice Lectures</td>
<td>12-M-VGP-202-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.

Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.

Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:

- What are the current challenges facing your company?
- Which strategies do you employ to respond to these challenges?
- How have leadership concepts and approaches changed in your company?

**Intended learning outcomes**

After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students’ social skills are trained in addition to professional skills.

**Courses** (type, number of weekly contact hours, language — if other than German)

- S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- portfolio (approx. 15 pages)
  Language of assessment: German and/or English

**Allocation of places**

- 

**Additional information**

- 

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

-
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Marketing Strategy</td>
<td>12-M-MSS-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.

**Reading:**
will vary according to topic

**Intended learning outcomes**

After completing the course "Marketing Strategie", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

**Allocation of places**

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

Seminar: Financial Accounting

### Abbreviation

12-M-SER-222-m01

### Module coordinator

Holder of the Chair of Financial Accounting

### Module offered by

Faculty of Business Management and Economics

### ECTS

10

### Method of grading

Only after succ. compl. of module(s)

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.

### Intended learning outcomes

After completion of the module, participants have

(i) consolidated the learned issues and possibly applied additional techniques of scientific work;

(ii) created and defended a qualifying level relevant scientific work;

(iii) conducted a scientific examination of the work results of other seminar participants;

(iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.

### Courses

(type, number of weekly contact hours, language — if other than German)

S (2) + S (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1)

Language of assessment: German and/or English

Assessment offered: Once a year, winter semester

### Allocation of places

20 places.

(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

(3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
## Module title
Advanced Seminar: Selected Problems in Analytical Tax Research

## Abbreviation
12-M-SSL-161-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents
In this seminar, current problems of tax research will be analysed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.

### Intended learning outcomes
After the seminar, students are able
- to analyze a complex issue in taxation using research methods,
- to identify problems and to suggest solutions,
- to formulate and to defend their analysis and suggested solutions.

### Courses
(S 2)

### Method of assessment
(term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

### Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Seminar: Enterprise Systems</td>
<td>12-M-ES-161-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.

Reading:
will vary according to topic

### Intended learning outcomes

After completing the course "Enterprise Systems", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

### Courses

(type, number of weekly contact hours, language — if other than German)

S (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German and/or English

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Analytics</td>
<td>12-M-BUA-161-m01</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Business Analytics  
Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.

Students work on current topics using methods from machine learning, mathematical optimization and simulation.

**Intended learning outcomes**

The module provides students with knowledge of:

- Scientific literature
- Implementation of methods in code
- Integration of developed results in scientific papers
- Creating presentations and lectures

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, winter semester  
Language of assessment: German and/or English

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
Module title: Seminar: E-Business Strategies  
Abbreviation: 12-M-SEBS-161-m01

Module coordinator: Holder of the Chair of Information Systems Engineering  
Module offered by: Faculty of Business Management and Economics

ECTS: 10  
Method of grading: numerical grade

Duration: 1 semester  
Module level: graduate

Other prerequisites: --

Contents
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.

Intended learning outcomes
- Academic literature review
- Integration of developed results in scientific papers
- Creating presentations and talks

Courses
(S, 2)

Method of assessment: term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Assessment offered: Once a year, winter semester
Language of assessment: German and/or English

Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Advanced Seminar: Entrepreneurship and Management | 12-M-SAS-182-m01

Module coordinator | Module offered by
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

Contents

Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.

Intended learning outcomes

**Educational aims**
- Enable students to position their research
- Enable students to critically review a substantial body of literature in short time
- Enable students to develop a sound theoretical framework
- Enable students to create a research paper fully meeting academic standards

**Learning outcomes**

On successful completion of this module students will be able to:
- Differentiate their research from previous work
- Adopt theoretical perspectives to understand complex phenomena
- Engage in comprehensive academic reasoning
- Articulate abstract and complex phenomena and relationships in written and oral form

Courses

(type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 pages) and presentation (15 to 30 minutes), weighted 2:1
Assessment offered: Once a year, winter semester
Language of assessment: German and/or English

Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

--

Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical Seminar: Economic Journalism</td>
<td>12-M-SWJ-182-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

Students will acquire an in-depth insight into the practical side of economics journalism. They must complete their placements at company or other institution at which they will have an opportunity to gain an in-depth knowledge of economics journalism. Students will be required to prepare a practical report on the placement module as well as to submit proof of regular attendance and participation. In addition, a certificate issued by the placement company is to be submitted.

**Intended learning outcomes**

The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio on observation visit, including work samples (approx 40 pages)

Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title
Applied Empirical Macroeconomics

Abbreviation
12-M-AEM-211-m01

Module coordinator
Holder of the Chair of Monetary Policy and International Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The module introduces students to current topics and methods in applied empirical macroeconomics. This includes an overview of topical macroeconomic issues and empirical regularities as well as multivariate time series methods that are widely used in empirical applications.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes
After completing the module, students have obtained an overview of empirical methods used in applied empirical macroeconomic analysis. Besides a theoretical knowledge of commonly used empirical models and a critical discussion of their limitations, students should also be able to conduct empirical analyses themselves.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) or
c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Business Cycles | 12-M-BC-211-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes
Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on business cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) or
c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)
Language of assessment: English creditable for bonus

Allocation of places
--
<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>------------------------------</td>
</tr>
<tr>
<td>Topics in Data Science 2</td>
</tr>
</tbody>
</table>

**Module coordinator**
Holder of the Chair of Business Analytics  
Faculty of Business Management and Economics

**ECTS** | **Method of grading** | **Only after succ. compl. of module(s)**
--- | --- | ---
5 | numerical grade | --

**Duration** | **Module level** | **Other prerequisites**
--- | --- | ---
1 semester | graduate | --

**Contents**
In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.

**Intended learning outcomes**
As part of the course work, students will acquire knowledge and skills in the following areas:
1. Becoming familiar with the principles and frameworks in the research area of Data Science.
2. Apply machine learning and deep learning frameworks to structured and unstructured data
3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science
4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)
5. Understanding of a data-driven & analytical approach to decision problems

**Courses** (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or  
b) term paper (approx. 15 pages)  
Language of assessment: German and/or English  
Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
## Module: Economist Practice Lectures

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economist Practice Lectures</td>
<td>12-M-VWP-211-m01</td>
</tr>
</tbody>
</table>

### Module Coordinator

**Holder of the Senior Professorship for Economics, Money and International Economic Relations**

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

### Duration

1 semester

<table>
<thead>
<tr>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.

The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.

In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.

### Intended learning outcomes

By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.

In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.

### Courses

**Type, number of weekly contact hours, language — if other than German**

| S (2) |

### Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

a) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or
c) written examination (approx. 60 minutes)

**Language of assessment:** German and/or English

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 5</td>
<td>12-M-NMA-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

## Contents

```
--
```

## Intended learning outcomes

```
--
```

## Courses (type, number of weekly contact hours, language — if other than German)

```
S (4)
Module taught in: German and/or English
```

## Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

```
a) written examination (approx. 40 to 60 minutes) or
b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or
c) term paper (approx. 30 to 40 pages) or
d) portfolio (approx. 50 hours)

Language of assessment: German and/or English
Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus
```

## Allocation of places

20 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

## Additional information

Module can be taught in form of E Learning course or as a block.

## Referred to in LPO I (examination regulations for teaching-degree programmes)

```
--
```
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Management 6</td>
<td>12-M-NMB-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (4)</td>
</tr>
</tbody>
</table>

Module taught in: German and/or English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 40 to 60 minutes) or
b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or
c) term paper (approx. 30 to 40 pages) or
d) portfolio (approx. 50 hours)

Language of assessment: German and/or English

Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

**Allocation of places**

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration.
2. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management).
3. Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2).
4. Among applicants with the same average grade, places will be allocated by lot.

**Additional information**

Module can be taught in form of E Learning course or as a block.

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Information Systems and Artificial Intelligence 1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
</table>
| a) written examination (approx. 60 minutes) or  
b) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or  
c) term paper (approx. 15 to 20 pages)  
Language of assessment: German and/or English  
Assessment offered: In the semester in which the course is offered  
creditable for bonus |

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Information Systems and Artificial Intelligence 2</td>
</tr>
</tbody>
</table>

**Module coordinator**

Holder of the Chair of Business Management and Business Information Systems

**Module offered by**

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

**Contents**

--

**Intended learning outcomes**

--

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or
c) term paper (approx. 15 to 20 pages)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Macroeconomics</td>
<td>12-M-TM-221-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V (2) + Ü (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) written examination (approx. 60 minutes) or</td>
</tr>
<tr>
<td>b) term paper (approx. 15 pages) or</td>
</tr>
<tr>
<td>c) oral examination of one candidate each (approx. 20 minutes)</td>
</tr>
</tbody>
</table>

Language of assessment: German and/or English

<table>
<thead>
<tr>
<th>Allocation of places</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional information</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>
Thesis
(30 ECTS credits)
### Module Catalogue for the Subject Management

**Master’s with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Thesis Management</td>
<td>12-M-THB-222-m01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>graduate</td>
<td>--</td>
</tr>
</tbody>
</table>

### Contents

Students will complete their degree with a Master’s thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students’ own original achievements, e.g. new algorithms developed by students or the (further) development of a theoretical model.

### Intended learning outcomes

In the master thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.

### Courses

No courses assigned to module

### Method of assessment

**Master’s thesis (approx. 60 to 80 pages)**

Assessment offered: Ongoing, after consultation with supervisor and registration

Language of assessment: German and/or English

### Allocation of places

--

### Additional information

Processing time: 6 months

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--