

Wintersemester 24/25

Module Guide

for the study of

Business Studies

Master of Science

valid in connection with the examination regulations MPO 2013

Modulhandbuch des Masterstudiengangs Betriebswirtschaftslehre (M.Sc.)

Generated: October 17, 2024



**Studienverlaufsplan Betriebswirtschaftslehre (M.Sc.)
(gemäß MPO 2013)**

Modul	1. FS	2. FS	3. FS	4. FS
Pflichtbereich				
Spezielle Lehre I (SL I)				
Modul 1	2 SWS 6 CP/180 h			
Modul 2	2 SWS 6 CP/180 h			
Modul 3		2 SWS 6 CP/180 h		
Modul 4		2 SWS 6 CP/180 h		
Projektmodul SL I			2 SWS 12 CP/360 h	
Spezielle Lehre II (SL II)				
Modul 1	2 SWS 6 CP/180 h			
Modul 2	2 SWS 6 CP/180 h			
Modul 3		2 SWS 6 CP/180 h		
Modul 4		2 SWS 6 CP/180 h		
Wahlbereich				
Wahlmodul 1	2 SWS 6 CP/180 h			
Wahlmodul 2		2 SWS 6 CP/180 h		
Wahlmodul 3			2 SWS 6 CP/180 h	
Projektmodul SL II ¹			2 SWS 12 CP/360 h	
Wahlmodul 4			2 SWS 6 CP/180 h	
Wahlmodul 5			2 SWS 6 CP/180 h	
Masterabschlussmodul				
Seminar ²				2 SWS 30 CP/900 h
Masterarbeit				
Gesamt	10 SWS 30 CP/900 h	10 SWS 30 CP/900 h	6-8 SWS 30 CP/900 h	0-2 SWS 30 CP/900 h

Stand: März 2014

¹ Es wird das Projektmodul SL II oder die Wahlmodule 4 und 5 belegt.

² Optional kann ein begleitendes Seminar angeboten werden.

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30 CP are to be taken. A maximum of one project module may be taken. Only the project module from the selected major II may be taken.

Up to two elective modules (maximum 12 CP) more than necessary to achieve the required amount of credit points may be taken. The taking of an additional project module is exempt from this regulation.

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Module 07-WW-MA-Modul 1-G: Gründungs- und Mittelstands-Management Entrepreneurship and SME Management

Assignment to areas of study:

- SBWL Entrepreneurship and SME Management

Content-related prior knowledge or skills:

none

Learning content:

The focus of "Entrepreneurship & Management I" is the iterative development of innovative business ideas using the design thinking method. This involves a deep dive into the problem context of the target groups to develop and test suitable ideas and solution models based on this.

Students work in teams throughout the module and elaborate on team-specific projects of startup development. Intensive validations of core hypotheses in the field accompany the development steps right from the start.

Learning outcomes / competencies / targeted competencies:

Module participants

- know about the key elements of the design thinking method,
- master the application of the design thinking method,
- know the context in which the development of innovative business ideas starts and can evaluate important parameters,
- master the development of innovative business ideas in a target-oriented manner along central parameters such as target customers, problem context, solution context and value proposition,
- can perform an iterative business idea development process in which converging and diverging phases alternate and core hypotheses about the problem and solution context are validated step by step with the help of appropriate research methods.

Calculation of student workload:

64 h Preparation / follow-up work

28 h SWS / presence time / working hours

40 h Exam preparation

50 h Self-study

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Jörg Freiling

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung Entrepreneurship und Management

Type of examination: module exam	
Form of examination: Portfolio (AT § 8 Abs. 8)	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: 1 / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 1 Gründungs- und Mittelstandsmanagement	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Freiling, J. & Harima, J. (2019): Entrepreneurship. Wiesbaden: Springer. Brown, T. (2008). Design thinking. Harvard business review, 86(6), 84. Razzouk, R., & Shute, V. (2012). What is design thinking and why is it important?. Review of educational research, 82(3), 330-348. Brown, T., & Katz, B. (2011). Change by design. Journal of product innovation management, 28, 381–383. Meinel, C., & Von Thienen, J. (2016). Design thinking. Informatik-Spektrum, 39(4), 310-314. Plattner, H., Meinel, C., & Weinberg, U. (2009). Design-thinking. Landsberg am Lech: Mi-Fachverlag	
Teaching method(s): Seminar	Associated module examination: Modulprüfung Entrepreneurship und Management
Associated module courses Entrepreneurship und Management I (Seminar)	

Module 07-WW-MA-Modul 2-G: Gründungs- und Mittelstands-Management

Proseminar Entrepreneurship and SME Management

Assignment to areas of study:

- SBWL Entrepreneurship and SME Management

Content-related prior knowledge or skills:

none

Learning content:

Students work in groups on a systematic literature review on a defined question in a selected current research topic. Within the framework of a written elaboration as well as in oral group presentations and discussions, students will particularly address the following tasks:

- Identification of relevant literature in a given research topic
- Identification of the scientific as well as practical relevance of the investigated topic
- Implementation of a systematic literature review
- Preparation, presentation and discussion of the research results
- Critical reflection of the results

Learning outcomes / competencies / targeted competencies:

Students will be enabled to conduct a systematic literature review on issues in currently relevant research topics. Students will deal with articles in relevant international journals in the field, be able to research and systematically analyze them and present the results scientifically.

Calculation of student workload:

70 h Preparation / follow-up work

56 h Self-study

26 h Exam preparation

28 h SWS / presence time / working hours

Are there optional courses in the modules?

yes

Language(s) of instruction:

German / English

Responsible for the module:

Prof. Dr. Jörg Freiling

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Portfolio (AT § 8 Abs. 8)

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 2 Gründungs- und Mittelstands-Management

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch / English

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Literature will be announced in the course.

Teaching method(s):

Seminar

Associated module examination:

Associated module courses

Proseminar Aktuelle Fragen der Entrepreneurship-Forschung (Seminar)

Module 07-WW-MA-Modul 3-G: Gründungs- und Mittelstands-Management

New Service Ventures

Assignment to areas of study:

- SBWL Entrepreneurship and SME Management

Content-related prior knowledge or skills:

none

Learning content:

“Entrepreneurship & Management II” directly builds on the class “Entrepreneurship & Management I”. While the latter course focuses the development of a new business concept in early venture stages through the design thinking approach and an according dynamic interplay between problem and solution, „Entrepreneurship & Management II“ takes a follow-up step. Core issue is the development and validation of an entire business model based on the two development techniques value proposition canvas and business model canvas. The lean startup concept frames the work in the module. Students work in teams throughout the module and elaborate on team-specific projects of startup development. Intensive validations of core hypotheses in the field accompany the development steps right from the start.

The course merges teaching and research elements and thus involves students in project-based teamwork with feedback from both teachers, other students and industry experts. Participating in the course requires sound knowledge on the course “Entrepreneurship & Management I”.

Learning outcomes / competencies / targeted competencies:

Module participants

- know about the key elements of the lean startup method,
- master the application of the lean startup method,
- know about the context and content of business modelling,
- master business modeling along the business model canvas,
- are able to validate core hypotheses within the business model canvas and the value proposition canvas.

Calculation of student workload:

28 h SWS / presence time / working hours

64 h Preparation / follow-up work

50 h Self-study

40 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Jörg Freiling

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung	
Type of examination: module exam	
Form of examination: Announcement at the beginning of the semester	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 3 Gründungs- und Mittelstands-Management	
Frequency: summer semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
<p>Literature:</p> <p>Blank, S. (2013). Why the lean Startup changes everything. Harvard business review, 91: 63-72.</p> <p>Freiling, J. & Harima, J. (2019): Entrepreneurship. Wiesbaden: Springer.</p> <p>Gassmann, O.; Frankenberger, K.; Csik, M. (2014): The business model navigator: 55 models that will revolutionise your business. London: Pearson.</p> <p>Osterwalder, A.; Pigneur, Y. (2011): Business Model Generation: Ein Handbuch für Visionäre, Spielveränderer und Herausforderer. Frankfurt/M.: Campus.</p> <p>Osterwalder, A.; Pigneur, Y.; Bernarda, G.; Smith, A. (2015): Value proposition design. Frankfurt/M.: Campus.</p> <p>Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Largo: Crown.</p>	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-Modul 4-G: Gründungs- und Mittelstands-Management

Seminar on Entrepreneurship and SME Management

Assignment to areas of study:

- SBWL Entrepreneurship and SME Management

Content-related prior knowledge or skills:

none

Learning content:

Students work in groups on developing a conceptual/theoretical paper on a defined question in a selected current research topic. Within the framework of a written elaboration as well as in oral group presentations and discussions, students will particularly address the following tasks:

- Develop understanding of a selected theory/concept
- Share their understanding of the selected theory/concept with other participants
- Identify relevant theoretical constructs and apply them to social phenomena related to entrepreneurship
- Develop causal relationships in the form of a set of research propositions

Learning outcomes / competencies / targeted competencies:

Students will develop their understandings of diverse theories and concepts in management scholarship and be able to apply theories to phenomena related to entrepreneurship. Students will develop their research competence, particularly in developing research questions, theoretical arguments to answer research questions, a set of research propositions. The results will be presented in the course and in reports.

Calculation of student workload:

26 h Exam preparation

56 h Self-study

28 h SWS / presence time / working hours

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German / English

Responsible for the module:

Prof. Dr. Jörg Freiling

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 24 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination:
Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Gründungs- und Mittelstands-Management

Frequency:

summer semester, yearly

Language(s) of instruction:

Deutsch / English

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Dr. Thomas Baron

Literature:

Current selection by instructor.

Teaching method(s):

Seminar

Associated module examination:

Module 07-WW-MA-PM-G: Projektmodul Gründungs- und Mittelstands-Management

Projektmodul Gründungs- und Mittelstands-Management

Assignment to areas of study:

- SBWL Entrepreneurship and SME Management

Content-related prior knowledge or skills:

none

Learning content:

First, participants will develop research propositions based on the exposé they developed in the previous seminar. In order to develop proper propositions, they are required to have advanced understandings of relevant theories and concepts. Second, participants will learn research methodology and data analysis methods. Student groups will then conduct test interviews and observations in the field to identify potential strengths and weaknesses of selected methodology. Third, student groups will conduct further empirical studies, while learning how to analyze qualitative data with proper coding techniques and understandings of QDA Software. Finally, students will learn how to present qualitative data and to write a full-length academic article.

Learning outcomes / competencies / targeted competencies:

After participating in this project, students will be able to conduct a research independently and write an academic work of high quality. During the project, students will acquire advanced academic competencies, which are built on the skills that students have acquired in the first and second semester to conduct a proper literature analysis, to identify an interesting research gap, to understand theories and concepts, to analyze the current situation of the phenomenon, and to develop causal assumptions. Participants will be able to make a high-standard academic presentation in English.

Calculation of student workload:

140 h Preparation / follow-up work
 20 h SWS / presence time / working hours
 112 h Self-study
 88 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

German / English

Responsible for the module:

Prof. Dr. Jörg Freiling

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung

Type of examination: module exam

Form of examination: Portfolio (AT § 8 Abs. 8)	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Projektmodul Gründungs- und Mittelstandsmanagement	
Frequency: winter semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Charmaz, K. (2014). Constructing Grounded Theory. Sage Publication, 2nd Edition. Willis J. W. (2007) Foundations of Qualitative Research: Interpretative and Critical Approaches. Sage Publication.	
Teaching method(s): Project	Associated module examination:
Associated module courses	
Projekt Gründungs- und Mittelstands-Management - Current Issues in Entrepreneurship Research ()	

Module 07-WW-MA-Modul 1-M: Marketing und Markenmanagement

Theoretical and Strategic Foundations of Innovative Marketing and Brand Management I

Assignment to areas of study:

- SBWL Marketing and Brand Management

Content-related prior knowledge or skills:

none

Learning content:

The theoretical basics will be imparted. The focus will especially be on the market-based view and the competence-based-view of strategic management. Both approaches will be translated into marketing and brand management. Furthermore, process models and planning instruments will be discussed.

Learning outcomes / competencies / targeted competencies:

The courses shall give the attendants the know-how for theoretically based situation analysis in marketing and brand management. The attendants will also be acquainted with the most important strategic planning instruments in the field of innovative marketing and brand management.

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Christoph Burmann

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 1 Marketing und Markenmanagement	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Meffert, H./Burmans, C./Kirchgeorg, M. (2012): Marketing, 11. Aufl., Wiesbaden. Burmann, C./Halaszovich, T./Hemmann, F. (2012): Identitätsbasierte Markenführung, Wiesbaden. Kotler, P./Armstrong, G. M. (2014): Principles of marketing, 15. Aufl., Boston [et al.]. Keller, K. L. (2013): Strategic brand management: building, measuring, and managing brand equity, 4. Aufl. (Global Edition), Boston [et al.].	
Teaching method(s): Seminar	Associated module examination:
Associated module courses Theoretische und strategische Grundlagen des innovativen Marketing und Markenmanagements I (Seminar) Theoretische und strategische Grundlagen des innovativen Marketing und Markenmanagements II (Seminar)	

Module 07-WW-MA-Modul 2-M: Marketing und Markenmanagement

Applied Multivariate Data Analysis in Marketing and Brand Management

Assignment to areas of study:

- SBWL Marketing and Brand Management

Content-related prior knowledge or skills:

none

Learning content:

The module offers courses from the different focus areas of marketing and brand management. Depending on the chosen courses, different strategies, instruments and methods are dealt with. In addition to learning the theoretical basics, the focus is on the application of what has been learned in order to be able to deal with marketing-specific problems and develop approaches to solutions.

Learning outcomes / competencies / targeted competencies:

Students learn to differentiate between various basic approaches to marketing and brand management and to weigh up their use in relation to application. Depending on the chosen course, they learn different methods used in marketing and brand management processes and are able to apply them. They can use their knowledge to solve concrete problems and critically discuss results.

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

yes

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 2 Marketing und Markenmanagements	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch / English
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Literature will be announced in the lecture.	
Teaching method(s): Seminar	Associated module examination:
<p>Associated module courses</p> <p>Digital Marketing Management I: Strategy & Instruments (Seminar)</p> <p>Konsumentenverhalten I (Seminar)</p>	

Module 07-WW-MA-Modul 3-M: Marketing und Markenmanagement Implementation of Innovative Marketing and Brand Management

Assignment to areas of study:

- SBWL Marketing and Brand Management

Content-related prior knowledge or skills:

none

Learning content:

The module offers courses from the different focus areas of marketing and brand management. Depending on the chosen courses, different strategies, instruments and methods are dealt with. In addition to deepening the theoretical basics, the focus is on the application of what has been learned in order to be able to deal with complex marketing-specific problems and develop approaches to solutions.

Learning outcomes / competencies / targeted competencies:

Students learn to differentiate between various specific approaches to marketing and brand management and to weigh up their use in relation to application. Depending on the chosen course, they learn different advanced methods used in marketing and brand management processes and are able to apply them. They can use their knowledge to solve concrete complex problems and critically discuss and question results.

Calculation of student workload:

70 h Preparation / follow-up work

56 h Self-study

26 h Exam preparation

28 h SWS / presence time / working hours

Are there optional courses in the modules?

yes

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 3 Marketing und Markenmanagement	
Frequency: summer semester, yearly	Language(s) of instruction: Deutsch / English
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Literature will be announced in the course.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-Modul 4-M: Marketing und Markenmanagement

Budgeting and Controlling of Innovative Marketing and Brand Management

Assignment to areas of study:

- SBWL Marketing and Brand Management

Content-related prior knowledge or skills:

none

Learning content:

The module offers courses from the different focus areas of marketing and brand management. Depending on the chosen courses, different strategies, instruments and methods are dealt with. In addition to deepening the theoretical basics, the focus is on the application of what has been learned in order to be able to deal with complex marketing-specific problems and develop approaches to solutions.

Learning outcomes / competencies / targeted competencies:

Students learn to differentiate between various specific approaches to marketing and brand management and to weigh up their use in relation to application. Depending on the chosen course, they learn different advanced methods used in marketing and brand management processes and are able to apply them. They can use their knowledge to solve concrete complex problems and critically discuss and question results.

Calculation of student workload:

70 h Preparation / follow-up work

26 h Exam preparation

56 h Self-study

28 h SWS / presence time / working hours

Are there optional courses in the modules?

yes

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Marketing und Markenmanagements	
Frequency: summer semester, yearly	Language(s) of instruction: Deutsch / English
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Literature will be announced in the lecture.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-PM-M: Projektmodul Marketing und Markenmanagement

Projektmodul Marketing und Markenmanagement

Assignment to areas of study:

- SBWL Marketing and Brand Management

Content-related prior knowledge or skills:

none

Learning content:

As part of the different projects offered in the project module, students work on selected problems in marketing and brand management. They work independently in interactive group work. The development of independent solutions to problems, the application of theoretical concepts to derive recommendations for action and the implementation of presentation techniques are the focus of the project work.

Learning outcomes / competencies / targeted competencies:

In this module, students learn to recognize relevant problem areas of marketing and brand management and to work on them in a solution-oriented manner. In addition, they can transfer their acquired research skills into application skills in interactive group processes while working on practice-relevant issues. In addition to the independent processing of practical case studies on specific problems, cooperation with selected practical partners from the business world takes place, whereby the students also develop their communication skills.

Calculation of student workload:

80 h Exam preparation

28 h SWS / presence time / working hours

140 h Preparation / follow-up work

112 h Self-study

Are there optional courses in the modules?

yes

Language(s) of instruction:

German

Responsible for the module:

N.N.

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Projektmodul Marketing und Markenmanagement

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Literature will be announced in the lecture.

Teaching method(s):

Project

Associated module examination:

Associated module courses

Projekt Marketing und Markenmanagement I ()

Projekt Marketing und Markenmanagement II - Challenges in Digital Marketing Management ()

Projekt Marketing und Markenmanagement III - Social-Media-Marketing ()

Module 07-WW-MA-Modul 1-I: Internationales Management

International Management Strategy

Assignment to areas of study:

- SBWL International Management

Content-related prior knowledge or skills:

none

Learning content:

This course provides the first part of the conceptual framework for the Seminar and Project in International Management and Governance. We examine the interplay between firm-specific and country-specific advantages, as well as the functional issues related to areas such as the internationalization of innovation and sourcing. We also re-examine the critical entry decision for MNEs, particularly in emerging markets. This course builds on the foundations laid by the bachelor courses International Management and International Business Environment, and some familiarity with the key concepts introduced there (or on a similar course elsewhere) is desired, although not absolutely required. The course is based on lectures and some case studies.

Learning outcomes / competencies / targeted competencies:

The aim of this course is for the students to become familiar with the theoretical foundations and the key empirical literature dealing with the strategy of Multinational Enterprises (MNEs).

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Peter Michael Anton Bican

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung International Business Strategy

Type of examination: module exam

Form of examination:

Portfolio (AT § 8 Abs. 8)

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

1 / - / -

Language(s) of instruction:

Englisch

Module courses

Course: Modul 1 Internationales Management

Frequency:

winter semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Verbeke, Alain. 2013. International Business Strategy, 2nd Edition.
Cambridge: Cambridge University Press.

Teaching method(s):

Seminar

Associated module examination:

Modulprüfung International Business Strategy

Associated module courses

International Business Strategy (Seminar)

Module 07-WW-MA-Modul 2-I: Internationales Management

Proseminar Research Methods in International Management

Assignment to areas of study:

- SBWL International Management

Content-related prior knowledge or skills:

none

Learning content:

This seminar aims to introduce students to the quantitative as well as qualitative research methods used most frequently by business scholars. Basic knowledge of these methodological approaches is critical to the comprehension of empirical research publications and to the design of your own research projects. The classes consist of lectures and interactive tutorial sessions with group exercises and discussion.

Learning outcomes / competencies / targeted competencies:

At the end of the semester, students who have successfully participated in this course should be able to:

- demonstrate an understanding of the principles underlying the design, process and analysis of business research;
- identify appropriate research methods for particular research questions and settings;
- show an awareness and sensitivity to the ethical issues of research;
- interpret the meaning of the most important statistical indicators featured in quantitative analysis;
- describe the basic steps, strengths and weaknesses of different qualitative methods.

Calculation of student workload:

56 h Self-study

70 h Preparation / follow-up work

28 h SWS / presence time / working hours

26 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Peter Michael Anton Bican

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 2 Internationales Management

Frequency:

winter semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Zikmund, W.G., Babin, B., Carr, J.C., Griffin, M. (2010) Business Research Methods (8th ed.)

Teaching method(s):

Seminar

Associated module examination:

Associated module courses

Proseminar Forschungsmethoden im Internationalen Management (Seminar)

Module 07-WW-MA-Modul 3-I: Internationales Management Multinational Enterprises and the Global Economy

Assignment to areas of study:

- SBWL International Management

Content-related prior knowledge or skills:

none

Learning content:

This course provides the second part of the conceptual framework for the Seminar and Project in International Management and Governance. We will examine the importance of MNEs in different national economies, changes in their strategy and structure, and the impact their activities have had on both the economic and social welfare in the host (and home) countries. This course builds on the foundations laid by the bachelor courses International Management and International Business Environment, and some familiarity with the key concepts introduced there (or on a similar course elsewhere) is desired, although not absolutely required. The course is based on lectures and some case studies.

Learning outcomes / competencies / targeted competencies:

The aim of this course is for the students to become familiar with the theoretical foundations and the key empirical literature dealing with the operations and impact of Multinational Enterprises (MNEs).

Calculation of student workload:

70 h Preparation / follow-up work

56 h Self-study

26 h Exam preparation

28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Peter Michael Anton Bican

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 3 Internationales Management	
Frequency: summer semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Dunning, John H. & Lundan, Sarianna M. 2008. Multinational Enterprises and the Global Economy – 2nd edition, Edward Elgar, Cheltenham, UK / Northampton, MA, USA.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-Modul 4-I: Internationales Management

Selected Issues in International Management

Assignment to areas of study:

- SBWL International Management

Content-related prior knowledge or skills:

none

Learning content:

This seminar examines topics in international management by discussing advanced contributions to theory. The seminar makes extensive use of articles on specialist topics from the business and management literature. These readings either challenge the received wisdoms, or introduce new topics of strategic relevance not considered in the textbooks. The course uses student presentations and group discussion in order to develop the ability to critically discuss these theories and their applications.

The specific topics covered by the seminar change over time, and they are linked to the research carried out within the Chair of International Management and Governance.

Learning outcomes / competencies / targeted competencies:

The course aims to:

- develop a deeper understanding of a number of critical theoretical and empirical issues in international management;
- develop the ability to apply theoretical concepts to real world cases to identify solutions;
- develop the ability to critically assess the usefulness of competing or complementary theories;
- further develop teamwork skills through a system of individual or group presentations.

Calculation of student workload:

56 h Self-study

70 h Preparation / follow-up work

28 h SWS / presence time / working hours

26 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Peter Michael Anton Bican

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Internationales Management

Frequency:

summer semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

0,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Selected journal literature in international business

Teaching method(s):

Seminar

Associated module examination:

Module 07-WW-MA-PM-I: Projektmodul Internationales Management

Projektmodul Internationales Management

Assignment to areas of study:

- SBWL International Management

Content-related prior knowledge or skills:

none

Learning content:

The course uses a combination of presentations in class and individual research with an emphasis on the application of theoretical concepts to real life cases.

In addition to presentations, the students are required to prepare a final report (written individually), as well as to find material for two relevant company cases using secondary sources.

Learning outcomes / competencies / targeted competencies:

The objective of this course is to deepen the theoretical knowledge gained by students by using a combination of presentations in class and individual research in order to stimulate the ability to critically discuss theoretical concepts and to apply them to real life cases.

To achieve this objective, the students are guided to examine the behavioral assumptions underlying popular management theories, and to apply different conceptual tools for e.g. evaluating alternative forms of governance.

Following this preparation, the students should be able to analytically assess different company cases dealing with e.g. subsidiary-headquarters relations, or specific structural adaptations adopted by MNEs, such as network structures and regional headquarters.

Calculation of student workload:

28 h SWS / presence time / working hours

112 h Self-study

80 h Exam preparation

140 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Peter Michael Anton Bican

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung Projektmodul Internationales Management

Type of examination: combination exam

Form of examination:

Portfolio (AT § 8 Abs. 8)

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

1 / - / -

Language(s) of instruction:

Englisch

Module courses

Course: Projektmodul Internationales Management

Frequency:

winter semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Assigned readings and own research

Teaching method(s):

Project

Associated module examination:

Kombinationsprüfung Projektmodul Internationales Management

Associated module courses

Projekt International Management ()

Module 07-WW-MA-Modul 1-F: Finanzwirtschaft

Corporate Finance I

Assignment to areas of study:

- SBWL Finance

Content-related prior knowledge or skills:

none

Learning content:

- Financial Instruments
- Principles of Fixed Income Valuation
- Principles of Stock Valuation
- Financial Derivatives (Futures, Options, Swaps)
- Valuation of Financial Futures
- Principles of Option Pricing

Learning outcomes / competencies / targeted competencies:

This course provides an overview of financial markets, their structure, institutions and submarkets. We further treat the various kinds of financial instruments like stocks, bonds as well as derivatives (financial futures, options and swaps). Additionally, we ask how to arrive at a fair value for each kind of these financial instruments. This covers topics like fixed income valuation, equity valuation and especially option pricing.

Calculation of student workload:

26 h Exam preparation

28 h SWS / presence time / working hours

70 h Preparation / follow-up work

56 h Self-study

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Thorsten Poddig

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Written examination

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 1 Finanzwirtschaft

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Elton, Edwin J.; Gruber, Martin J.; Brown, Stephen J.; Goetzmann, William N.: Modern Portfolio Theory and Investment Analysis: International Student Version, 9. Auflage, New York u.a., 2017, dort Kapitel 2, 3, 18, 19, 20, 22 und 23.

Teaching method(s):

Seminar

Associated module examination:

Associated module courses

Finanzmärkte, Finanzinstrumente und Bewertung (Seminar)

Module 07-WW-MA-Modul 2-F: Finanzwirtschaft

Capital Market Theory

Assignment to areas of study:

- SBWL Finance

Content-related prior knowledge or skills:

none

Learning content:

- basics
- active portfolio management
- passive portfolio management
- semi-active portfolio management
- performance analysis

Learning outcomes / competencies / targeted competencies:

The central aim of this course is to develop theoretical and practical knowledge (using Excel/VBA, Matlab/Octave, R and Python) of modern methods in portfolio and risk management. In simple terms, the question that portfolio management tries to answer is how an investor can invest his capital optimally (in the sense of rational).

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Thorsten Poddig

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Presentation, oral

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 2 Finanzwirtschaft	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
<p>Literature:</p> <p>Elton, Edwin J.; Gruber, Martin J.; Brown, Stephen J.; Goetzmann, William N.: Modern Portfolio Theory and Investment Analysis: International Student Version, 9. Auflage, New York u.a., 2017, dort Kapitel 4-11.</p> <p>Poddig, Thorsten; Varmaz, Armin; Fieberg, Christian, Abdel-Karim, Benjamin: Einführung in Matlab für Sozial- und Wirtschaftswissenschaftler, bod, 2020.</p> <p>Poddig, Thorsten; Varmaz, Armin; Fieberg, Christian: "Computational Finance: Eine Matlab, Octave und Freemat basierte Einführung" Uhlenbruch, 2015.</p> <p>Poddig, Thorsten; Brinkmann, Ulf; Seiler, Katharina: "Portfoliomanagement: Konzepte und Strategien: Theorie und praxisorientierte Anwendungen mit Excel", Uhlenbruch, 2009.</p> <p>Poddig, Thorsten; Dichtl, Hubert; Petersmeier, Kerstin: "Statistik, Ökonometrie, Optimierung: Methoden und ihre praktischen Anwendungen in Finanzanalyse und Portfoliomanagement", Uhlenbruch, 2008.</p>	
Teaching method(s): Seminar	Associated module examination:
<p>Associated module courses</p> <p>Portfoliotheorie und Asset Management (Seminar)</p>	

Module 07-WW-MA-Modul 3-F: Finanzwirtschaft

Corporate Finance II

Assignment to areas of study:

- SBWL Finance

Content-related prior knowledge or skills:

none

Learning content:

- Market imperfections and present value
- Perfect and efficient markets, classical and behavioral finance
- Practical applications and pitfalls of the present value method
- From financial statements to economic cash flow

Learning outcomes / competencies / targeted competencies:

Upon completion of this course, participants should have acquired the following competencies:

- Understand the influence of the introduction of market imperfections on the determination of present value, as well as include them in the calculation.
- Understand how risk and cost of capital affect investment valuation and explain how such factors affect the value of a capital project.
- Estimate the cost of capital for a business and understand how that cost is affected by taxation, leverage, and other factors.
- Understand and apply difficulties of business valuation using the cash waiting method.
- Use various capital market databases.
- Organize and conduct empirical research on issues in empirical corporate finance.
- Preparation of a written scientific paper as well as processing of application-related case studies

Calculation of student workload:

70 h Preparation / follow-up work

56 h Self-study

26 h Exam preparation

28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Thorsten Poddig

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination: Written examination	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 3 Finanzwirtschaft	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Current literature will be provided to students at the beginning of the semester.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-Modul 4-F: Finanzwirtschaft

Asset and Risk Management

Assignment to areas of study:

- SBWL Finance

Content-related prior knowledge or skills:

none

Learning content:

- Valuation from comparative values and financial ratios
- Financial claims on the company (corporate claims)
- Capital structure in a perfect market
- Taxes and capital structure
- Capital structure with further market imperfections
- Distributions: Dividends and share buybacks

Learning outcomes / competencies / targeted competencies:

Upon completion of this course, participants should have acquired the following competencies:

- Understand and apply the multiplier method as a simplified approach to business valuation and interpret the results.
- Evaluate the external and internal influences on a company's capital structure and distribution policy.
- Explain how a company's capital structure, distribution policy, and risk policy affect investment decisions.
- Have a good understanding of and be able to discuss current issues being debated in the world of corporate finance.
- Use various capital market databases
- Organize and conduct empirical research on issues in empirical corporate finance.
- Preparation of a written scientific paper as well as processing of application-related case studies

Calculation of student workload:

28 h SWS / presence time / working hours

70 h Preparation / follow-up work

26 h Exam preparation

56 h Self-study

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Thorsten Poddig

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination: Written examination	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 4 Finanzwirtschaft	
Frequency: summer semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Current literature will be provided to students at the beginning of the semester.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-PM-F: Projektmodul Finanzwirtschaft

Projektmodul Finanzwirtschaft

Assignment to areas of study:

- SBWL Finance

Content-related prior knowledge or skills:

none

Learning content:

In the project, students work independently on an empirical research project. They work on a financial problem and apply their acquired knowledge to illuminate the different perspectives of this problem. Depending on the chosen topic, the projects are more research- or application-oriented. The specific contents of the projects change over time and depend on the current research projects or the practical issues in the context of cooperation with companies.

Learning outcomes / competencies / targeted competencies:

The project serves the application of the acquired knowledge in finance, whereby an orientation of the students towards research or application orientation is made possible. In this way, students are prepared both for doctoral studies and for working in business practice. Students learn to work independently on a research question, to plan, carry out and reflect on a research project. This includes the acquisition of the necessary knowledge, the selection of appropriate methods (methodological competence) and mastery of the accompanying processes in terms of project work, time management, teamwork and presentation skills.

Calculation of student workload:

140 h Preparation / follow-up work

112 h Self-study

80 h Exam preparation

28 h SWS / presence time / working hours

Are there optional courses in the modules?

yes

Language(s) of instruction:

German / English

Responsible for the module:

Prof. Dr. Thorsten Poddig

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung

Type of examination: module exam

Form of examination:

Presentation, oral

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Projektmodul Finanzwirtschaft

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch / English

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Literature will be announced in the lecture.

Teaching method(s):

Project

Associated module examination:

Associated module courses

Projekt Finanzwirtschaft III - Machine Learning in der Finanzwirtschaft ()

Module 07-WW-MA-Modul 1-R: Rechnungswesen und Controlling

Processing of Accounting Information I: Company Valuation

Assignment to areas of study:

- SBWL Accounting

Content-related prior knowledge or skills:

none

Learning content:

The main topics of the course are the following:

- The development of accounting (Accounting History)
- The institutional foundation of accounting
- Fundamental concepts of accounting
- The information function of accounting
- Information efficiency and its implications for accounting
- Capital market/value relevance of accounting information
- Accounting-based valuation
- Principles of earnings management
- Conservatism in accounting
- Cost stickiness
- Audit quality and independence of the auditor
- Game and agency theoretical aspects of accounting

Learning outcomes / competencies / targeted competencies:

The lecture provides detailed knowledge in the areas of national and international financial communication, monitoring and business valuation. Mainly, the course focuses on the understanding of central theories and their quantitative measurability in the research fields of accounting, auditing and empirical cost management research. The students understand different research approaches, are able to classify them (historically and methodologically), to discuss alternatives and critically question them. Participants also learn to apply the knowledge to current practical issues, recognize connections and develop solutions. Thus, the course serves as a preparation for writing an empirical master's thesis.

Calculation of student workload:

70 h Preparation / follow-up work
 28 h SWS / presence time / working hours
 56 h Self-study
 26 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Jochen Zimmermann

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module courses

Course: Modul 1 Rechnungswesen und Controlling	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Basisliteratur: Scott (2012): Financial Accounting Theory, 6. Aufl., Pearson Canada, Toronto, ON, Kanada. Wagenhofer/Ewert (2015): Externe Unternehmensrechnung, 3. Aufl., Springer Verlag, Berlin u.a. Weiterführende Literatur wird in der Veranstaltung bekanntgegeben.	
Teaching method(s): Seminar	Associated module examination:
Associated module courses Nachhaltigkeitsberichterstattung (Seminar)	

Module 07-WW-MA-Modul 2-R: Rechnungswesen und Controlling

Proseminar Accounting and Controlling

Assignment to areas of study:

- SBWL Accounting

Content-related prior knowledge or skills:

none

Learning content:

The course covers relevant and current topics in the field of accounting research. Primarily, research contributions with a quantitative focus are of interest. Students will learn about the argumentative structure, methodological approaches and empirical results of selected papers. Also, they independently write a seminar paper to deal with a broader topic in accounting.

Current topics of the course:

- Financial Disclosure and Their Effects
- Earnings Management
- Cost Management
- Audit Fees
- Accounting Information Systems

The topics are subject to change.

Learning outcomes / competencies / targeted competencies:

The reading course teaches the handling of scientific literature published in well-established national and international accounting journals. For this purpose, each of the participants will give a detailed presentation on an assigned paper or multiple papers. Several of the papers belong to a common research topic, giving the students the possibility to jointly discuss connections, alternative approaches and results. Subsequently, students will write a seminar paper in form of a literature analysis, concerning the overall topic. After participating in this course, the students are able to identify research gaps and their relevance, as well as to evaluate applied methodological approaches in literature.

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Jochen Zimmermann

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam	
Form of examination: Announcement at the beginning of the semester	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 2 Rechnungswesen und Controlling	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Literature will be announced in the lecture.	
Teaching method(s): Seminar	Associated module examination:
Associated module courses Strategic Management Accounting (Seminar)	

Module 07-WW-MA-Modul 3-R: Rechnungswesen und Controlling**Processing of Accounting Information II: Accounting Theories****Assignment to areas of study:**

- SBWL Accounting

Content-related prior knowledge or skills:

none

Learning content:

The contents of the course depend on the specific topics and may change every academic year. Possible topics might be:

1. Introduction to Strategic Management Accounting
2. Classifications and Approaches to Cost Accounting
3. Absorption costing, Activity based costing and Marginal Costing
4. Breakeven analysis
5. Relevant costs and short-term decisions
6. Pricing
7. Risk and uncertainty
8. Investment appraisal
9. The Value Chain - TQM
10. Activity-based Approaches
11. Learning and Experience Curves
12. Costing systems
13. Performance measurement in responsibility centers
14. Transfer pricing

Learning outcomes / competencies / targeted competencies:

Strategic Management Accounting designed to develop practical cases and methods for preparing projects of management solutions for business in the short and long term. While studying the project, students acquire knowledge and skills, in particular:

- know cost management tools and strategic management accounting; application of various types of budget systems and methods for transfer pricing analysis and assessment of the results of the application of transfer pricing;
 - know analysis and assessment of the performance of departments; Analysis of "cost - output - profit" for several products in the face of uncertainty; Differences between relevant and irrelevant costs for management decisions ;
 - apply, analyze and evaluate the results obtained using instruments of cost management and strategic management accounting;
 - apply various types of budget systems and analyze production and market deviations;
 - apply the transfer pricing methods, analyze and evaluate the results of the application of transfer pricing methods;
 - apply, analyze and evaluate the performance of the departments;
 - understand and apply analysis' costs - output - profit "for several products in the face of uncertainty;
 - apply the analysis of relevant costs for decision making;
- apply reasonable investment decisions using valuation investments techniques.

Calculation of student workload:

28 h SWS / presence time / working hours

140 h Preparation / follow-up work

112 h Self-study

80 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

German / English

Responsible for the module:

Prof. Dr. Jochen Zimmermann

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations**Module examination:** Modulprüfung**Type of examination:** module exam**Form of examination:**

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses**Course:** Modul 3 Rechnungswesen und Controlling**Frequency:**

summer semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Literature will be announced in the course.

Teaching method(s):

Seminar

Associated module examination:

Module 07-WW-MA-Modul 4-R: Rechnungswesen und Controlling**Advanced Seminar: Advanced Problems in Accounting****Assignment to areas of study:**

- SBWL Accounting

Content-related prior knowledge or skills:

Das vorherige Bestehen des Proseminars wird empfohlen.

Learning content:

The objective of this seminar is that students conduct own research projects and present their results. Selected problems discussed in contemporary accounting journals are given to the students. They have to understand these problems, to follow and to reflect actual discussions in scientific journals and to set up their own research approach. The research might be theoretical, or empirical in forms of (country or firm) case studies or large sample research using databases. Students write a research paper on their work and present it.

Learning outcomes / competencies / targeted competencies:

Students are able to follow contemporary discussions in scientific journals in the area of accounting. They understand the problems discussed, the theoretical background and methods applied. Students are able to conduct their own research work and to apply formal and empirical approaches and models to actual settings. They learn how to write a paper and to present their research work.

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Jochen Zimmermann

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung Hauptseminar: Fortgeschrittenenprobleme im Rechnungswesen

Type of examination: module exam

Form of examination:

Assignment

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

1 / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Rechnungswesen und Controlling

Frequency:

summer semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Selected publications from the following

Trade journals:

- Journal of Accounting and Economics
- Journal of Accounting Research
- Journal of Business Finance and Accounting
- The Accounting Review
- Zeitschrift für Betriebswirtschaft
- Zeitschrift für betriebswirtschaftliche Forschung

The above selection is meant as an example. The concrete selection of contributions is always based on a thematic focus, which changes from main seminar to main seminar.

Teaching method(s):

Seminar

Associated module examination:

Modulprüfung Hauptseminar:
Fortgeschrittenenprobleme im Rechnungswesen

Module 07-WW-MA-PM-R: Projektmodul Rechnungswesen und Controlling

Projektmodul Rechnungswesen und Controlling

Assignment to areas of study:

- SBWL Accounting

Content-related prior knowledge or skills:

none

Learning content:

In the project module, students work independently on an empirical research project. They work on a controlling-related problem and apply their acquired knowledge to illuminate the different perspectives of this problem. Depending on the project chosen, the content tends to be broader (management-related) or narrower (methodological). Accordingly, the focus is either on dealing with strategic management issues or on learning and using specific procedures and software solutions.

Learning outcomes / competencies / targeted competencies:

The project serves to apply the acquired controlling-related knowledge, from the analysis of a problem and the development of a research design to the implementation of the project and the analysis and reflection of the results. Upon completion of the module, students will be able to acquire specific specialized knowledge and apply it. They will be able to identify and use appropriate methods. In addition, they can deepen project management-related competencies and professionalize their actions in groups.

Calculation of student workload:

26 h Exam preparation

156 h Self-study

28 h SWS / presence time / working hours

150 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Jochen Zimmermann

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Projektmodul Rechnungswesen und Controlling

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Literature will be announced in the lecture.

Teaching method(s):

Project

Associated module examination:

Module 07-WW-MA-Modul 1-B: Betriebswirtschaftliche Steuerlehre

An Introduction to Corporate Taxation Management

Assignment to areas of study:

- SBWL Business Taxation

Content-related prior knowledge or skills:

none

Learning content:

- Basic Principles of Corporate Taxation
- Important Terms, Features and Statutory Sources of German Tax Law
- Taxation of Business Profits, Income Tax, Corporation Income Tax, Trade Tax
- Taxation of Transfer of Enterprises
- Taxation of Transactions
- Impact of Taxation on Decisions

Learning outcomes / competencies / targeted competencies:

This course introduces the students to the fundamental principles of Corporate Taxation. The students learn how to identify taxation problems and how to resolve them.

Calculation of student workload:

26 h Exam preparation

28 h SWS / presence time / working hours

70 h Preparation / follow-up work

56 h Self-study

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Franz Jürgen Marx

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung Einführung in die Betriebswirtschaftliche Steuerlehre für Fortgeschrittene

Type of examination: module exam

Form of examination:

Oral examination (single)

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

1 / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 1 Betriebswirtschaftliche Steuerlehre	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
<p>Literature: König, Rolf / Wosnitza, Michael: Betriebswirtschaftliche Steuerplanungs- und Steuerwirkungslehre, Heidelberg 2004. Kraft, Cornelia / Kraft, Gerhard: Grundlagen der Unternehmensbesteuerung, 3. Auflage, Wiesbaden 2009. Schneider, Dieter: Steuerlast und Steuerwirkung, München / Wien 2002. Scholes, Myson S. et. al. : Taxes and Business Strategy, A Planning Approach, 4rd edition, Upper Saddle River / N.J. 2009. Schreiber, Ulrich: Besteuerung der Unternehmen, 3. Auflage, Berlin / Heidelberg / New York 2012. Schult, Eberhard: Betriebswirtschaftliche Steuerlehre, 4. Auflage, München / Wien 2002.</p>	
Teaching method(s): Seminar	Associated module examination: Modulprüfung Einführung in die Betriebswirtschaftliche Steuerlehre für Fortgeschrittene
<p>Associated module courses Einführung in die betriebswirtschaftliche Steuerlehre für Fortgeschrittene (Seminar)</p>	

Module 07-WW-MA-Modul 2-B: Betriebswirtschaftliche Steuerlehre
 Proseminar Business Taxation

Assignment to areas of study:

- SBWL Business Taxation

Content-related prior knowledge or skills:

none

Learning content:

- Determination of taxable income
- Basic principles of the tax balance, valuation of assets and liabilities
- Corrections of the net result
- Valuation of assets for the purpose of inheritance and gift tax case studies

Learning outcomes / competencies / targeted competencies:

This course introduces the students to the fundamental principles of Tax Accounting. By means of case studies, the students learn how to identify taxation problems and how to resolve them. They will present, discuss and defend their ideas.

Calculation of student workload:

26 h Exam preparation
 56 h Self-study
 70 h Preparation / follow-up work
 28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Franz Jürgen Marx

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Presentation, oral

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 2 Betriebswirtschaftliche Steuerlehre	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Breithecker, Volker / Schmiel, Ute: Steuerbilanz und Vermögensaufstellung, Bielefeld 2003. Harms, J. / Marx, F. J.: Bilanzrecht in Fällen, 11. Aufl., Herne/Berlin 2012. Scheffler, Wolfram: Besteuerung von Unternehmen, Band II: Steuerbilanz und Vermögensaufstellung, 7. Aufl., Heidelberg 2011.	
Teaching method(s): Seminar	Associated module examination:
Associated module courses Proseminar Betriebswirtschaftliche Steuerlehre (Seminar)	

Module 07-WW-MA-Modul 3-B: Betriebswirtschaftliche Steuerlehre

International Business Taxation

Assignment to areas of study:

- SBWL Business Taxation

Content-related prior knowledge or skills:

Der vorherige Besuch des Moduls 1 „Einführung in die betriebswirtschaftliche Steuerlehre für Fortgeschrittene“ wird empfohlen.

Learning content:

- Basic Principles of International Business Taxation
- Taxation of internationally engaged Enterprises (Direct Transaction, Permanent Establishments and Subsidiaries)
- Elements of German Foreign Tax Law
- Methods to prevent Double Taxation and Reduced Taxation

Learning outcomes / competencies / targeted competencies:

This course introduces the students to the fundamental principles of International Business Taxation. The students learn how to identify national and international taxation areas and how to proceed finding taxation strategies.

Calculation of student workload:

70 h Preparation / follow-up work
 56 h Self-study
 26 h Exam preparation
 28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Franz Jürgen Marx

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung Internationale Unternehmensbesteuerung

Type of examination: module exam

Form of examination:

Oral examination (single)

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

1 / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 3 Betriebswirtschaftliche Steuerlehre

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Brähler, Gernot: Internationales Steuerrecht, 7. Auflage, Wiesbaden 2012.

Fischer, Lutz / Kleinedam, Hans-Jochen / Warnecke, Perygrin: Internationale Betriebswirtschaftslehre, 5. Auflage, Berlin 2005.

Frotscher, Gerrit: Internationales Steuerrecht, 3. Auflage, München 2009.

Grotherr, Siegfried (Hrsg.): Handbuch der internationalen Steuerplanung, 3. Auflage, Herne / Berlin 2011.

Jacobs, Otto. H.: Internationale Unternehmensbesteuerung, 7. Auflage, München 2011.

Frotscher, Gerrit: Internationales Steuerrecht, 3. Auflage, München 2009.

Grotherr, Siegfried (Hrsg.): Handbuch der internationalen Steuerplanung, 3. Auflage, Herne / Berlin 2011.

Jacobs, Otto. H.: Internationale Unternehmensbesteuerung, 7. Auflage, München 2011.

Teaching method(s):

Seminar

Associated module examination:

Modulprüfung Internationale Unternehmensbesteuerung

Module 07-WW-MA-Modul 4-B: Betriebswirtschaftliche Steuerlehre
Advanced Seminar Business Taxation

Assignment to areas of study:

- SBWL Business Taxation

Content-related prior knowledge or skills:

Der vorherige Besuch des Moduls 2 „Proseminar Betriebswirtschaftliche Steuerlehre“ wird empfohlen.

Learning content:

- Group tax law and corporate law
- Organschaft concepts
- Strategies for the appropriation of profits
- Tax-optimal use of losses
- Tax planning with low taxed companies
- Commitment changes
- Need for adjustment due to fundamental freedoms of the EC Treaty
- Group taxation in the context of European developments

Learning outcomes / competencies / targeted competencies:

This course's main focus is on the application of theoretical methods of Business Taxation. The students learn how to identify taxation problems and how to resolve them.

Calculation of student workload:

70 h Preparation / follow-up work
56 h Self-study
26 h Exam preparation
28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Franz Jürgen Marx

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Betriebswirtschaftliche Steuerlehre

Frequency:

summer semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Frotscher, Gerrit: Körperschaftsteuer / Gewerbesteuer, München 2008.

Grotherr, Siegfried (Hrsg.): Handbuch der internationalen Steuerplanung, 3. Auflage, Herne / Berlin 2011.

Schreiber, Ulrich: Besteuerung der Unternehmen, 3. Auflage, Heidelberg u.a. 2012.

Teaching method(s):

Seminar

Associated module examination:

Module 07-WW-MA-PM-B: Projektmodul Betriebswirtschaftliche Steuerlehre

Projektmodul Betriebswirtschaftliche Steuerlehre

Assignment to areas of study:

- SBWL Business Taxation

Content-related prior knowledge or skills:

Der vorherige Besuch des Moduls 4 „Hauptseminar Betriebswirtschaftliche Steuerlehre“ wird empfohlen.

Learning content:

- Identifying Business Taxation Policy as part of the General Business Policy
- Methods of Tax Planning
- Identification of Tax-Favored Activities
- Presentation of relevant areas for strategical options
- Critical discussion of concrete applications of Business Taxation

Learning outcomes / competencies / targeted competencies:

The students will elaborate scientific papers. They learn how to structure their knowledge and to apply it. They will present and discuss their ideas.

Calculation of student workload:

112 h Self-study

140 h Preparation / follow-up work

28 h SWS / presence time / working hours

80 h Exam preparation

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

Prof. Dr. Franz Jürgen Marx

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung

Type of examination: module exam

Form of examination:

Project report

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Projektmodul Betriebswirtschaftliche Steuerlehre	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Teaching method(s): Project	Associated module examination:
Associated module courses	
Projekt Betriebswirtschaftliche Steuerlehre ()	

Module 07-WW-MA-Modul 1-L: Logistik Intermediate Logistics

Assignment to areas of study:

- SBWL Logistics

Content-related prior knowledge or skills:

none

Learning content:

- Decision making and competences for supply chain management
- International Supply Chain Management
- Supply chain complexity
- Business Process Reengineering
- Decision analysis

Learning outcomes / competencies / targeted competencies:

The aim of the course is to give the students knowledge and understanding about decision making, its specific process and tools in relation to supply chain management. The course consequently focuses on giving the students capabilities in solving different supply chain and logistics problems within different industries and different company settings.

The course will build on theories learned in previous logistics and/or SCM courses and will provide the students with tools to apply those theoretical concepts. By presenting and defending their own solutions, students will increase their individual reflection capability.

Calculation of student workload:

56 h Self-study

26 h Exam preparation

70 h Preparation / follow-up work

28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 1 Logistik

Frequency:

winter semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Paul Goodwin and George Wright (2014): Decision Analysis for Managerial Judgement, Wiley
 Chopra, S./Meindl, T. (2013): Supply Chain Management, Pearson
 Simchi-Levi, D./Kaminsky, P./
 Simchi-Levi, E. (2003): Designing and managing the supply chain. Concepts, strategies & case studies, McGrawHill Irwin

Teaching method(s):

Seminar

Associated module examination:

Module 07-WW-MA-Modul 2-L: Logistik Revenue Management

Assignment to areas of study:

- SBWL Logistics

Content-related prior knowledge or skills:

none

Learning content:

- Goals and aspects of logistics
- Organization, scheduling and process control
- Planning and analysis of logistic systems
- Logistic strategies
- Logistic costs and services
- Demand forecast
- Order, inventory/stock and replenishment management
- Logistic units and master data
- Supply Chains and Supply Networks

Learning outcomes / competencies / targeted competencies:

Students receive the fundamentals, tools and strategies for managing logistic and supply chains. After successful completion of the module, students have acquired the necessary theoretical knowledge and method portfolio for describing, organizing and planning logistic processes and systems. Students are familiar with the central elements of logistic and supply chain planning, logistic units and master data as well as with the principles of logistic cost and services. They are capable to perform autonomously logistic audits.

Calculation of student workload:

28 h SWS / presence time / working hours

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

N.N.

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination: Announcement at the beginning of the semester	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 2 Logistik	
Frequency: winter semester, yearly	Language(s) of instruction: Deutsch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Gudehus, T./Kotzab, H.: Comprehensive Logistics, Springer. 2012 Goetschalckx, M.: Supply Chain Engineering, Springer. 2011 Skjoett-Larsen, T./Schary, P./Mikkola, J./Kotzab, H.: Managing the Global Supply Chain, CBS Press, 2007 Christopher, M.: Logistics and Supply Chain Management, London et al., 2010.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-Modul 3-L: Logistik Transportation Planning and Scheduling

Assignment to areas of study:

- SBWL Logistics

Content-related prior knowledge or skills:

Keine

Learning content:

- The concepts logistics and supply chain management
- Structuring the global supply chain
- Inter-organizational relationships in global the supply chain
- Development of global supplier strategies and networks
- Logistics information systems and standard applications
- Third party logistics
- Logistics excellence as a competitive strategy

Learning outcomes / competencies / targeted competencies:

Students will be able to understand and to analyze the dynamic structures of global value chains. They are also capable to assess and to evaluate alternative ways to organize and to manage international logistics systems.

Calculation of student workload:

56 h Self-study
26 h Exam preparation
28 h SWS / presence time / working hours
70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

N.N.

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses**Course:** Modul 3 Logistik**Frequency:**

summer semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Skjoett-Larsen, T./Schary, P./Mikkola, J./Kotzab, H.: Managing the Global Supply Chain, CBS Press, 2007
 Hult, T./Closs, D./Frayer, C: Global Supply Chain Management: Leveraging Processes, Measurements and Tools for Strategic Corporate Advantage, McGraw-Hill, 2013
 Srinivasan, M./Stank, T./Dornier, P.-P./Petersen, K.: Global Supply Chains: Evaluating Regions on an EPIC Framework - Economy, Politics, Infrastructure, and Competence: "EPIC" Structure – Politics, Infrastructure, and Competence, McGraw-Hill, 2014

Teaching method(s):

Seminar

Associated module examination:

Modulprüfung

Module 07-WW-MA-Modul 4-L: Logistik

Advanced Seminar Logistics

Assignment to areas of study:

- SBWL Logistics

Content-related prior knowledge or skills:

nonne

Learning content:

The seminar examines logistics research topics from its content and method point of view. This allows a presentation of the broad field of logistics research. Through presentations and discussion, students gain training within the academic discussion.

Learning outcomes / competencies / targeted competencies:

Students are discussing established and current articles published in highly ranked scientific journals. Students are able to critically analyze the state-of-the-art (content and method wise) of the subject area, present own approaches and reflect critically.

Calculation of student workload:

70 h Preparation / follow-up work
 56 h Self-study
 26 h Exam preparation
 28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Logistik	
Frequency: summer semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
<p>Literature: Ausgewählte Artikel aus einschlägigen wissenschaftlichen Zeitschriften:</p> <ul style="list-style-type: none"> • Journal of Business Logistics • Journal of Operations Management • Journal of Operations Management Research • Supply Chain Management: An International Journal • International Journal of Physical Distribution and Logistics Management • International Journal of Operations and Production Management • Production and Operations Management • Management Science • OR Spectrum • Transportation Science • Transportation Research Parts A, B, E • Operations Research • European Journal of Operational Research • Manufacturing and Service Operations Management • International Journal of Production Economics • International Journal of Production Research <p>Die Zeitschriftenauswahl ist exemplarisch und kann sich abhängig von der jeweiligen Problemstellung ändern.</p>	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-PM-L: Projektmodul Logistik

Projektmodul Logistik

Assignment to areas of study:

- SBWL Logistics

Content-related prior knowledge or skills:

none

Learning content:

The goal of the project is to enable the students to transform theoretical knowledge into practical problem solving. The students are encouraged to carry out research studies to analyze and reflect upon the various logistic and supply chain problems as presented by logistic practice, and develop analytical, design and implementation competences.

Learning outcomes / competencies / targeted competencies:

The project in logistics provides the students with competence in the application of the theories, models and tools taught in the logistics major. The students are encouraged to carry out empirical projects to analyze and reflect upon the various logistic and supply chain issues and problems in practice, and develop analytical, design and implementation competencies in groups. Social competences are improved by regularly presenting work-in-progress and final results.

Calculation of student workload:

140 h Preparation / follow-up work

80 h Exam preparation

112 h Self-study

28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

N.N.

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations**Module examination:** Kombinationsprüfung**Type of examination:** module exam**Form of examination:**

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Projektmodul Logistik	
Frequency: winter semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Literature will be announced in the lecture.	
Teaching method(s): Project	Associated module examination:
Associated module courses	
Projekt Logistik ()	

Module 07-WW-MA-Modul 1-In: Innovationsökonomik

Innovationsökonomik

Assignment to areas of study:

- SVWL Innovation Economics

Content-related prior knowledge or skills:

none

Learning content:

1. Introduction: The Role of Innovation in Economic Development
2. Innovation-Driven Long-Term Developments in Human Labor
3. A Microeconomic Perspective: The Optimal Level of Innovation
4. A Macroeconomic Perspective: Economic Growth and Technological Progress
5. The Absorptive Capacity of Firm Organizations
6. Cognitive Regimes, a Random Walk, and Path-Dependence
7. Replicator Dynamics and the Diffusion of Innovation
8. Competing Technologies and Critical Mass Phenomena in Technological Change
9. Long-Term Tendencies in Technological Creativity – A Preference-Based Approach
10. Economic Policy Making and Innovative Activity

Learning outcomes / competencies / targeted competencies:

Students will get familiar with the basic concepts in the field of innovation economics. These also include formal models stemming from heterodox approaches, such as evolutionary economics. Moreover, they will learn to apply these concepts and models to explain empirically observed phenomena of innovative activity. Some behavioral aspects will be added to the discussion to gain a better understanding of the role of human cognition in innovation-driven economic evolution.

Calculation of student workload:

28 h SWS / presence time / working hours
 26 h Exam preparation
 56 h Self-study
 70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Christian Cordes

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination: Written examination	The examination is ungraded? no
Number of graded components / ungraded components / prerequisites of the examination: - / - / -	
Language(s) of instruction: Deutsch	

Module courses

Course: Modul 1 Innovationsökonomik	
Frequency: winter semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Rosenberg, Nathan (1969): "The Direction of Technological Change: Inducement Mechanisms and Focusing Devices", <i>Economic Development and Cultural Change</i> 18(1), 1-24. Nelson, Richard R. (1990): "Capitalism as an Engine of Progress", <i>Research Policy</i> 19, 193-214. Metcalfe, Stanley J. (2002): "Knowledge of Growth and the Growth of Knowledge", <i>Journal of Evolutionary Economics</i> 12, 3-15.	
Teaching method(s): Seminar	Associated module examination:
Associated module courses Theoretische Grundlagen der Innovationsökonomik (Seminar)	

Module 07-WW-MA-Modul 2-In: Innovationsökonomik

Innovationsökonomik

Assignment to areas of study:

- SVWL Innovation Economics

Content-related prior knowledge or skills:

none

Learning content:

Technology management comprises several aspects of sourcing, generating, protecting, commercializing, and evaluating technologies in a company. Its primary goal is to secure a company's technological competitiveness while supporting a highly performant innovation management. For this purpose, technology management has to address the question whether and how a company's technologies will be applicable in the future.

Learning outcomes / competencies / targeted competencies:

- Knowing the basic approaches to technology management as well as its major processes and tasks
- Application of different methods, including S-curve-analysis, forecasting techniques, evaluation and selection techniques, and protection mechanisms

Calculation of student workload:

70 h Preparation / follow-up work

56 h Self-study

26 h Exam preparation

28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

Prof. Dr. Martin Möhrle

Frequency:

winter semester, yearly

Duration:
The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Written examination

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 2 Innovationsökonomik	
Frequency: winter semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: Lecturers will be announced via Stud.IP
Literature: Burgelman, Robert A.; Christensen, Clayton M.; Wheelwright, Steven C.; Maidique, Modesto A. (2008): Strategic Management of Technology and Innovation, 4th edition. New York: McGraw Hill. Specht, Günter; Beckmann, Christoph; Amelingmeyer, Jenny (2002): FuE-Management, 2. Auflage. Stuttgart: Schäffer-Poeschel. Möhrle, Martin G.; Isenmann, Ralf (2008) (Hrsg.): Technologie-Roadmapping. Zukunftsstrategien für Technologie-Unternehmen, 3., überarbeitete und wesentlich ergänzte Auflage. Berlin et al.: Springer.	
Teaching method(s): Seminar	Associated module examination:
Associated module courses Technologiemanagement (Lecture)	

Module 07-WW-MA-Modul 3-In: Innovationsökonomik

Innovationsökonomik

Assignment to areas of study:

- SVWL Innovation Economics

Content-related prior knowledge or skills:

Basic knowledge of innovation studies would suffice
The course is open to all students in the Faculty of Business Studies and Economics. In addition, students in other faculties who want to deepen their knowledge about global empirical research in innovation, including Production Engineering and Sociology students, can enrol.

Learning content:

The course will give an overview on concepts to measure research & development (R&D) and innovation including international standards of surveys and data collection. Important composite innovation indicators for Germany, Europe, and the world will be covered and critically assessed. The use of survey and patent data for micro-econometric innovation research will be dealt with using recent examples of empirical publications, focusing on science-industry relations and selected topics on the performance of innovation systems.

Learning outcomes / competencies / targeted competencies:

Students should become familiar with the issue of measuring research & development (R&D) and innovation and how to critically deal with statistics as well as empirical studies in innovation research.

Calculation of student workload:

26 h Exam preparation
56 h Self-study
28 h SWS / presence time / working hours
70 h Preparation / follow-up work

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

N.N.

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 3 Innovationsökonomik

Frequency:

summer semester, yearly

Language(s) of instruction:

Englisch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Literature will be announced in the course.

Teaching method(s):

Seminar

Associated module examination:

Module 07-WW-MA-Modul 4-In: Innovationsökonomik

Innovationsökonomik

Assignment to areas of study:

- SVWL Innovation Economics

Content-related prior knowledge or skills:

Der vorherige Besuch der Veranstaltung "Theoretische Grundlagen der Innovationsökonomik" wird empfohlen.

Learning content:

Rationales and criticism; interaction research and technology policies; areas of innovation policy; non-technical innovations; direct and indirect instruments for innovation policy; supply and demand side innovation policy; critical reflections

Learning outcomes / competencies / targeted competencies:

Student are capable to develop rationales for policy interventions, to choose the appropriate instruments and to assess approaches for policy evaluations.

Calculation of student workload:

26 h Exam preparation
 28 h SWS / presence time / working hours
 70 h Preparation / follow-up work
 56 h Self-study

Are there optional courses in the modules?

no

Language(s) of instruction:

English

Responsible for the module:

PD Dr. Dirk Fornahl

Frequency:

summer semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Modulprüfung

Type of examination:
Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Modul 4 Innovationsökonomik	
Frequency: summer semester, yearly	Language(s) of instruction: Englisch
Contact hours: 2,00	University teacher: PD Dr. Dirk Fornahl
Literature: To be announced for each topic in the course.	
Teaching method(s): Seminar	Associated module examination:

Module 07-WW-MA-PM-In: Projektmodul Innovationsökonomik

Projektmodul Innovationsökonomik

Assignment to areas of study:

- SVWL Innovation Economics

Content-related prior knowledge or skills:

Theorie der Innovation (Prof. Cordes), Ökonometrie (Prof. Missong)

Learning content:

Die Veranstaltung beschäftigt sich mit den theoretischen Grundlagen, gängigen Daten und Methoden sowie konkreten Praxisbeispielen der Innovationsforschung in der wirtschaftspolitischen Beratung. Im ersten Teil der Veranstaltung werden die theoretischen Ansätze der ökonomischen Innovationsforschung, typische in der Innovationsforschung verwendete Datensätze und Methoden behandelt. Im zweiten Teil werden innovationspolitische Beratungsgutachten präsentiert und einer kritischen Würdigung unterzogen. Im dritten Teil werden anhand konkreter Ausschreibungstexte Skizzen für Projektanträge entwickelt.

Aufgaben der KursteilnehmerInnen: (i) Präsentation zum Thema „Daten und Methoden“, (ii) Präsentation eines wirtschaftspolitischen Gutachtens, (iii) Projektskizze.

Learning outcomes / competencies / targeted competencies:

Nach Erarbeitung der theoretischen und methodischen Grundlagen sollen sich die Studierenden innovationspolitische Beratungsgutachten erschließen und einer kritischen Würdigung hinsichtlich der theoretischen Basis sowie der verwendeten Daten und Methoden unterziehen. Ferner werden Kompetenzen zur Formulierung von Projektanträgen sowie -berichten entwickelt.

Calculation of student workload:

26 h Exam preparation

56 h Self-study

70 h Preparation / follow-up work

28 h SWS / presence time / working hours

Are there optional courses in the modules?

no

Language(s) of instruction:

German

Responsible for the module:

N. N.

Frequency:

winter semester, yearly

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 23 / -

Credit points / Workload:

12 / 360 hours

Module examinations

Module examination: Kombinationsprüfung

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch

Module courses

Course: Projektmodul Innovationsökonomik

Frequency:

winter semester, yearly

Language(s) of instruction:

Deutsch

Contact hours:

2,00

University teacher:

Lecturers will be announced via Stud.IP

Literature:

Fagerberg, J. et al. (2005) (eds.): The Oxford Handbook of Innovation.

A list of current innovation policy advisory and evaluation reports to be covered will be provided by the instructor at the beginning of the lecture.

Teaching method(s):

Project

Associated module examination:

Associated module courses

Projektmodul Innovationsökonomik ()

Module 07-WW-MA-WM: Wahlmodule BWL Master

Electives Business Studies Master

Assignment to areas of study:

- Electives modules

Content-related prior knowledge or skills:

keine

Learning content:

s. Lehrveranstaltungen

Learning outcomes / competencies / targeted competencies:

s. Lehrveranstaltungen

Calculation of student workload:
Are there optional courses in the modules?

yes

A minimum of 5, and a maximum of 7 courses with 6 CP each are to be taken. In case of taking a second project (with 12 CP), 3 to 5 more courses with 6 CP each are to be taken accordingly.

Language(s) of instruction:

German / English

Responsible for the module:

N. N.

Frequency:

each semester

Duration:

1 semester[s]

The module is valid since / The module is valid until:

WiSe 13/14 / -

Credit points / Workload:

6 / 180 hours

Module examinations

Module examination: Kombinationsprüfung Wahlmodule BWL Master

Type of examination: module exam

Form of examination:

Announcement at the beginning of the semester

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

- / - / -

Language(s) of instruction:

Deutsch / English

Module courses

Course: Wahlmodule BWL Master

Frequency:

each semester

Language(s) of instruction:

Deutsch / English

Contact hours:

2,00

University teacher:

N. N.

Lecturers will be announced via Stud.IP

Literature: to be announced during the lecture	
Teaching method(s): Seminar	Associated module examination: Kombinationsprüfung Wahlmodule BWL Master
<p>Associated module courses</p> <p>AI and Computational Management Information Systems (Seminar)</p> <p>Aktuelle Probleme der IFRS-Bilanzierung (Seminar)</p> <p>CDE – Career Development and Employability (6 CP) (Seminar)</p> <p>Einführung in die betriebswirtschaftliche Steuerlehre für Fortgeschrittene (Seminar)</p> <p>Entrepreneurship und Management I (Seminar)</p> <p>Erste Schritte mit R (Seminar)</p> <p>Experimentelle Methoden in der Konsumentenforschung (Seminar)</p> <p>Finanzmärkte, Finanzinstrumente und Bewertung (Seminar)</p> <p>Geschäftsmodellinnovationen (Seminar)</p> <p>Geschäftsmodellinnovationen: „Management von evolutionären und disruptiven Geschäftsmodellinnovationen“ (Seminar)</p> <p>Industrieökonomie: Innovation (Seminar)</p> <p>Innovation Economics: The Case of Artificial Intelligence (Seminar)</p> <p>International Business Strategy (Seminar)</p> <p>Internationales Handelsrecht (Seminar)</p> <p>Management der digitalen Transformation (Seminar)</p> <p>Nachhaltige Ernährungswirtschaft (Seminar)</p> <p>Research Seminar: Innovation Project Management (Seminar)</p> <p>Theoretische Grundlagen der Innovationsökonomik (Seminar)</p> <p>Theoretische und strategische Grundlagen des innovativen Marketing und Markenmanagements II (Seminar)</p> <p>Umwandlungssteuerrecht (Seminar)</p> <p>Unternehmens- und Wertschöpfungsplanung ()</p> <p>Wissenschaftliches Arbeiten mit MATLAB/R/Python und wirtschaftswissenschaftlichen Fachdatenbanken (Seminar)</p> <p>Ökonometrie (Tutorial)</p> <p>Ökonometrie (Seminar)</p> <p>Ökonomik des öffentlichen Sektors (Seminar)</p>	

Module 07-WW-MA-MA: Modul Masterarbeit

Module Master Thesis

Assignment to areas of study:

- Master Module

Content-related prior knowledge or skills:

none

Learning content:

Students conduct an independent research project and write an academic thesis. Topics are to be selected according to prior agreements with supervisors.

Learning outcomes / competencies / targeted competencies:

Students prove that they are capable of working on a self-chosen research topic in an independent way. They learn to conduct a research project, beginning with the choice and discussion of topics and methods, the development of a structure, a sound literature recherche, the formulation of concrete research questions and hypotheses, the testing of hypotheses or creative extension of theoretical concepts, up to the completion of the scientific thesis according to formal academic standards.

Calculation of student workload:

900 h Self-study

Are there optional courses in the modules?

no

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

each semester

Duration:

1 semester[s]

The module is valid since / The module is valid until:

WiSe 23/24 / -

Credit points / Workload:

30 / 900 hours

Module examinations**Module examination:** Modul Masterarbeit**Type of examination:** module exam**Form of examination:**

Master Thesis

The examination is ungraded?

no

Number of graded components / ungraded components / prerequisites of the examination:

1 / - / -

Language(s) of instruction:

Deutsch / English

Module courses**Course:** Modul Masterarbeit

Frequency: each semester	Language(s) of instruction: Deutsch / English
Contact hours: 0,00	University teacher: N.N.
Teaching method(s): Self-study unit	Associated module examination: Modul Masterarbeit
Associated module courses Begleitseminar Masterarbeit - Psychologie (Seminar) LEMEX Begleitseminar Abschlussarbeit (Seminar)	

Module 07-WW-MA-0: Extracurriculare Angebote

Extracurricular Offers

Assignment to areas of study:

- Extracurricular Offers

Content-related prior knowledge or skills:

none

Learning content:

The extracurricular offers include all offers of the faculty that are not included in the curricula. These include information from the Study Center, the Office for International Affairs and the Office for Practice and Transfer, information events, one-off events, research seminars and other lectures, seminars and workshops that prepare students for starting a career or remaining in academia.

Learning outcomes / competencies / targeted competencies:**Calculation of student workload:****Are there optional courses in the modules?**

yes

Language(s) of instruction:

German / English

Responsible for the module:

N.N.

Frequency:

each semester

Duration:

1 semester[s]

The module is valid since / The module is valid until:

SoSe 24 / -

Credit points / Workload:

0 / 0 hours

Module examinations**Module courses****Course:** Extracurriculare Angebote**Frequency:**

each semester

Language(s) of instruction:

Deutsch

Contact hours:

0,00

University teacher:**Teaching method(s):****Associated module examination:****Associated module courses**

Diginomics Brownbag Seminar (Seminar)

Infoveranstaltungen FB7 ()

Preparatory Doctoral Seminar (Seminar)