

Bachelor of Science (B.Sc.) Advanced Studies 6th and 7th Semester Module Catalogue

July 2017



EDUCATION
MADE IN GERMANY

Table of contents

Advanced studies summer and winter term

Finance & Banking

Accounting and Capital Markets	3
Advanced Business Modeling Using Spreadsheet	7
Asset Management (German)	11
Computer Aided Capital Market Research (German)	13
Corporate Finance	16
Corporate Taxation	18
Econometrics	21
Environmental Economics and Energy Finance	24
Financial Markets	26
Money and Banking	28
Risk Management	31
Trading and Sales	33

Managing Organizations

Accounting and the Business Environment	35
Applied Persuasion and Event Management	38
Business Strategy	40
Consumer Behavior	42
Entrepreneurship	44
Live Long and Prosper: Organizational and Human Resources	47
Innovation Management	49
Marketing Strategy	51
Operations Management	55
Operations Modeling	59
Supply Chain Management	63

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Challenges of the World Economy	66
FX Markets and Exchange Rate Determination	69
Incentives	73
International Trade and Economic Integration	77
Market Economy and Regulatory Frameworks	81
Monetary Theory and Policy	84
Public Finance and Government Debt	87

Business & Society

Behavioural Economics	90
Business Diplomacy	92
Economic Philosophy: An Interdisciplinary Course	94
International Healthcare Business	97
International Organizations and Global Governance	100
Logics and Lessons of Leadership	104
Mastering Public Speaking	107
Practical Ethics	109
Unternehmensrecht	111

Accounting and Capital Markets

Module		Accounting and Capital Markets					
Module Code		ACC60100					
Module Coordinator		Werner, Jörg R.					
Last Update		2015/12/09					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Compulsory Electives Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	50 h	Assignments:	56 h
Prerequisites		Successful participation in first semester accounting module.					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> Participants will acquire factual knowledge of recent IASB/FASB standard setting projects and about additional disclosure regulation in the European framework for listed companies. Moreover, participants will acquire theoretical knowledge about the uses of accounting, why accounting standards and market regulation will impact accounting quality and how disclosed information is processed on capital markets. <p>Skills:</p> <ul style="list-style-type: none"> Students will be able to develop research questions in the field of accounting and acquire skills, first, in data collection and analysis and, second, in the application of fundamental theories, concepts and methods to assess the economic consequences of proposed or given accounting standards. <p>Competencies:</p> <ul style="list-style-type: none"> Students will further their competences to analytically and critically assess accounting standards and regulations, and to derive and present their judgment from profound economic analysis. They will be competent in assessing the likely economic consequences of firm-level accounting treatments, i.e. the exertion of accounting choice and discretion. The module will provide students with relevant theoretical and practical knowledge for careers in accounting, auditing or financial analysis. 					

Module Structure	<p>In the first part, the module will provide the relevant context, shedding light on the functions and uses of accounting, enforcement (oversight and auditing) as means to the end of assuring accounting quality and by discussing some recent projects on the agenda of standard setters and regulators. Also, small projects will be assigned to groups of students in the first part. The second part provides the theoretical foundations, mainly by discussing theories explaining the relevance and the properties of accounting information. We will also shed light on what is deemed the classical trade-off in accounting between relevance and reliability. In the third part, the module covers some technical aspects of how to assess the economic consequences of accounting (standards) and discuss some recent papers. In the fourth and final part, groups of students will present their findings when analysing the economic consequences of a current topic in accounting, enforcement or auditing.</p>
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Module Overview	<p>Accounting is one of the rare sources of company-specific financial information publicly available to external stakeholders such as debt and equity investors. International standard setters such as the IASB therefore increasingly focus on the decision usefulness of accounting information for these groups of users. The rise of fair value accounting, increased disclosure requirements and strengthened enforcement mechanisms are notable outcomes of this development. But there are also many concerns: Did current accounting rules and practices contribute to the emergence of market bubbles and the recent financial crisis? Do we need more conservative financial reporting? Does the current one size fits it all approach still make sense – or do we rather need industry-specific accounting standards? To allow students to answer these and other questions, this module aims at introducing the theoretical foundations of how and why market participants react to the disclosure of financial accounting information, including brief discussions of accounting-based valuation and the issue of accounting “quality”. Moreover, the role of auditors and other enforcement mechanisms for financial markets is illustrated. The module also covers in-depth discussions of some current technical topics (e.g., accounting for financial instruments, insurance contracts).</p> <p>The module is structured as follows (11 sessions in total):</p> <p>I Context</p> <ol style="list-style-type: none"> 1) To which question(s) does accounting provide the answer(s)? 2) EU enforcement as a complement: market oversight and statutory audits 3) Discussion of recent standard setting projects and other regulatory reforms <p>II Theoretical foundations</p> <ol style="list-style-type: none"> 4) Theories about the relevance of accounting information 5) Theories about the properties of accounting information 6) The classical trade-off between relevance and reliability <p>III How to assess the economic consequences of accounting</p> <ol style="list-style-type: none"> 7) Technical issues: how to collect data, what to consider in data analysis 8) Discussion of some recent findings in accounting research 9) Discussion of some recent findings in auditing research <p>IV Discussion</p> <ol style="list-style-type: none"> 10) Group presentations (first part) 11) Group presentations (second part) and conclusions
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Forms of teaching, methods and support	Class sessions will combine traditional and interactive lectures with exercises. Students will also participate in hands-on data analysis and will be required to present their findings regarding the economic consequences of disclosure regulation (group work). Students will be asked to prepare for the sessions by reading the relevant literature and by solving some exercises assigned in advance. In one of the first sessions, we will form groups of about 4-5 students and assign a topic to each of the groups which (in most cases) has to be solved by means of empirical data analysis. The group work will impose developing a research question and/or hypotheses related to the given topic based on theory and previous literature. In the last two sessions, students will present their findings and will receive feedback from participants and lecturers which they may address before handing in a final report at the end of the semester.																							
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Oral exam</td><td></td><td>40</td><td>End of semester</td></tr><tr><td>Group project: report</td><td></td><td>20</td><td>End of semester</td></tr><tr><td>Group project: presentation</td><td></td><td>40</td><td>During semester</td></tr><tr><td>Active participation</td><td></td><td>20</td><td>During semester</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Oral exam		40	End of semester	Group project: report		20	End of semester	Group project: presentation		40	During semester	Active participation		20	During semester
Type of examination	Duration or length	Performance points	Due date or date of exam																					
Oral exam		40	End of semester																					
Group project: report		20	End of semester																					
Group project: presentation		40	During semester																					
Active participation		20	During semester																					
Recommended Literature	<p><i>Basic literature</i></p> <ul style="list-style-type: none">• Ball, Ray and Brown, Philip (1968): An Empirical Evaluation of Accounting Income Numbers. Journal of Accounting Research, 6 (2), 159-178.• Dechow, Patricia; Ge, Weilli; Schrand, Catherine (2010): Understanding earnings quality: A review of the proxies, their determinants and their consequences. Journal of Accounting and Economics, 50, 344-401• Riahi-Belkaoui, Ahmed (2004): Accounting Theory. 5th ed. London: Thomson Learning.• Scott, William R. (2012): Financial Accounting Theory. 6th ed. Toronto: Prentice Hall.• Tinker, Anthony M., Merino, Barbara D. and Neimark, Marilyn Dale (1982): The Normative Origins of Positive Theories: Ideology and Accounting Thought. Accounting, Organizations & Society, 7(2), 167-200. <p>A list of further journal articles will be provided in the beginning of the module.</p>																							

Advanced Business Modeling Using Spreadsheets

Module		Advanced Business Modeling Using Spreadsheets					
Module Code		INF60100					
Module Coordinator		Roßbach, Peter					
Last Update		2015/12/16					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	66 h	Assignments:	40 h
Prerequisites		-					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> The participants learn to apply spreadsheet software to solve business requirements. <p>Skills:</p> <ul style="list-style-type: none"> Develop professional skills for the design and implementation of ambitious business and finance models using spreadsheets and programming techniques. <p>Competence:</p> <ul style="list-style-type: none"> Successful participants in the module will become equipped with the necessary knowledge and tools to develop spreadsheet applications supporting managerial decisions. 					
Module Structure		<p>The module consists of two parts. In the first part, advanced techniques in Excel and Visual Basic for Applications (VBA) will be taught. In the second part, the modelling of managerial and business applications using Excel and VBA will be the subject of the lectures.</p>					

Module Overview	<p>In today's business many managerial decisions are based on decision models applying highly sophisticated algorithms. For the implementation of such models software tools are needed. One class of those tools is spreadsheet programmes, like Microsoft Excel, which provide the necessary functions and flexibility for the developer and user in one person.</p> <p>The purpose of this module is to develop professional skills for the design and implementation of ambitious business and finance models using spreadsheets and programming techniques. The objective is to understand the models from conceptual and computational perspectives and to translate them into Microsoft Excel/VBA applications. For this, both the models and the manifold techniques for developing spreadsheet applications are subject of the lectures.</p> <p>The topics of this module will mainly cover the following areas:</p> <ul style="list-style-type: none">• Valuation; for example value-at-risk and valuation of securities and derivatives• Optimization; for example cash-flow optimization, portfolio optimization, and heuristic optimization• Simulation; e.g. Monte Carlo and what-if analysis• Forecasting and Prediction; e.g. GARCH modelling and turnover forecasting <p>Accompanying the content-related modelling, specific spreadsheet techniques, like the usage of matrix functions, pivot functions, the solver, and building graphical user interfaces, are also subject of the lectures.</p>								
Forms of teaching, methods and support	Interactive lectures, business cases, in-class exercises, and home exercises.								
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Assignments in form of spreadsheet applications in course and at home</td><td></td><td>120</td><td>During semester</td></tr></table> <p><u>Examination requirements:</u> Computer with MS Excel installed (at least version 2010).</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Assignments in form of spreadsheet applications in course and at home		120	During semester
Type of examination	Duration or length	Performance points	Due date or date of exam						
Assignments in form of spreadsheet applications in course and at home		120	During semester						
Recommended Literature	Will be announced in the lectures.								

Module Structure	<u>Methods Areas of Application</u> Discrete Event Simulation (DES) PERT/CPM Linear Programming (LP) Stochastic Modeling Analytic Modeling Process Design Inventory Management Demand Planning Scheduling Supply Chain Management Project Management (PM)
Module Overview	<p>In this module students will learn a variety of (mostly quantitative) modelling techniques and management methods to solve Operations Management challenges. These challenges are drawn from various Operations Management areas including process design, supply chain management, scheduling, supply and demand planning, and project management.</p> <p>Students will learn how to develop models, analyse and provide data, solve models, conduct optimization and sensitivity analyses and interpret and communicate results. Both general software packages (for example Microsoft Excel) and specific simulation software (for example Arena) are used.</p> <p>By successfully passing this module participants will have the knowledge and tools at hand to conduct Operations Management consulting projects, specifically (discrete event) simulation studies.</p>
Forms of teaching, methods and support	Teaching format consists of interactive lectures, workshop-style lectures, self-study elements, exercises, modeling challenges and a small-scale practice project. Participants will often work in small groups with close interaction with the lecturer. Teaching builds on the idea that modeling is best acquired through learning by doing, i.e. through applying it to various hands-on challenges. For the small-scale project, cooperation with a practice partner company is intended.

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Modeling and simulation exercises	16 h (workload)	20	Homework and in-class, tba
	Modeling and simulation in-term exam	45 min	20	In class, tba
	Small-scale modeling and simulation practice project	16 h (workload)	20	Last third of the semester, tba
	Written Exam	60 min	60	End of semester
	<p>Examination requirements: For some assignments a computer with Windows 7 or higher will be needed. Discrete event simulation software will be provided.</p>			
Recommended Literature	<ul style="list-style-type: none"> • Heizer, Jay; Render, Barry: Operations Management, Sustainability and Supply Chain Management, 11th ed., Pearson 2014 (Global Edition) • Alternatively: Heizer, Jay; Render, Barry: Operations Management, 10th ed., Pearson 2011 (Global Edition) • Kelton, W. David; Sadowski, Randall P.; Zupick, Nancy B.: Simulations with Arena, 6th ed: McGraw-Hill, 2014 • Kelton, W. David; Smith, Jeffrey S.; Sturrock, David T.: Simio & Simulations, Modeling, Analysis, Applications, 2nd ed., McGraw-Hill, 2011 			

Asset Management

Module		Asset Management					
Module Code		FIN60600					
Module Coordinator		Stotz, Olaf					
Last Update		2015/12/11					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	22 h	Assignments:	84 h
Prerequisites		-					
Usability in other Modules/Programmes		Asset Management (Master of Science)					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> Students get an overview about major concepts, approaches and techniques in asset management and capital markets. <p>Skills:</p> <ul style="list-style-type: none"> Students develop the capability to compare different concepts of portfolio optimization and a better understanding of capital markets. <p>Competence:</p> <ul style="list-style-type: none"> Students will be able to transfer theoretical concepts to practical asset management approaches. 					
Module Structure		Lecture, presentation and seminar					

Module Overview	<p>Asset management will be discussed from the perspective of capital markets and investors. An asset manager has to combine the goals of an investor and the risk and return properties of capital markets. Students will learn how to optimally combine those three elements – capital market conditions, investor’s goals and resulting optimal portfolios. Theoretical models and empirical observations help to understand how to trade of capital market conditions and investors goals.</p> <p>During the module students will manage a portfolio on a real time basis and present their performance and investment approach at the end of the module. The portfolio will be managed in cooperation with an investment company that might issue a security with a proper identification number (“Wertpapierkennnummer”) so that the students’ portfolios can be bought by outside investors on the stock exchange).</p> <p>Main topics:</p> <ul style="list-style-type: none">• Introduction to theoretical models and empirical observations of capital markets• Models to optimally trade based on investor goals and capital market conditions• Term paper• Real time management of a portfolio in order to implement theoretical issues with presentation of portfolio performance and investment approaches.												
Forms of teaching, methods and support	<p>Lecture, presentation and seminar</p> <p>Because of the cooperation with an investment company parts of the module will be held in German.</p>												
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Performance Presentation</td><td>30 min.</td><td>60</td><td>End of semester</td></tr><tr><td>Term paper and presentation</td><td>30 min.</td><td>60</td><td>During semester</td></tr></table> <p><u>Examination requirements:</u> Depending on the number of participants, group work will be possible.</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Performance Presentation	30 min.	60	End of semester	Term paper and presentation	30 min.	60	During semester
Type of examination	Duration or length	Performance points	Due date or date of exam										
Performance Presentation	30 min.	60	End of semester										
Term paper and presentation	30 min.	60	During semester										
Recommended Literature	To be announced.												

Computer Aided Capital Market Research

Modul		Computer Aided Capital Market Research					
Modulcode		FIN60160-					
Modulkoordinator		Stotz, Olaf					
Letzte Aktualisierung		11.12.2015					
Zielgruppe		Studiengang		Bachelor of Science			
		Studienabschnitt		6. Semester			
		Pflicht-/Wahlpflichtmodul		Wahl			
		Moduldauer		1 Semester			
		Credits:		6			
		Häufigkeit des Angebots		Jährlich			
		Sprache		Deutsch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	22 h	Aufgaben:	84 h
Voraussetzungen für die Teilnahme		Good knowledge of Statistics, Mathematics and Finance.					
Verwendbarkeit für andere Module und Programme		Asset Management in the Bachelor programme and in the Master of Science programme.					

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will have a deep understanding of how capital market prices can be explained with capital market models. Students will thereby get an overview about major concepts, approaches and techniques in empirical and theoretical capital market research. They can</p> <ul style="list-style-type: none"> • explain major capital market models • implement those models empirically with the help of MATLAB • test the validity of models <p>Skills: On successful completion of this module students will have the proven ability to apply theoretical knowledge to empirical data. They can</p> <ul style="list-style-type: none"> • analyse empirical asset prices • explain how asset prices are determined in real capital markets • identify the quality of empirical capital market data and handle large data sets • implement their knowledge on the basis of the computer language MATLAB. <p>Competence: On successful completion of this module, students are able to transfer their knowledge to typical working situations in Finance and they can also transfer their knowledge to other field (I.e. working with large data sets). They also are able to</p> <ul style="list-style-type: none"> • organize and structure complex problems in teams • transfer theoretical and empirical concepts of capital market analysis into practical approaches with the help of analytical software.
Modulstruktur	Lecture, programming, presentation of software codes and empirical results
Kurzbeschreibung des Moduls / Lerninhalte	<p>Each session of the lecture consist of two parts. In the first part, certain capital market topics (see below) will be discussed theoretically and various papers will be discussed what researchers have found when they analyzed capital markets empirically. In the second part, students have to apply these topics directly to capital market data sets. During this part students should implement the ideas learned in the first part of the lecture. The implementation is conducted with the help of MATLAB. Thereby, students also learn how to handle large data sets of capital market data.</p> <p>At the end of the term students will present a seminar paper that addresses a special topic of capital market research. This seminar consists of a written seminar paper, a software code (which analyses a particular data set) and a presentation.</p> <p>Main topics (can vary from year to year):</p> <ul style="list-style-type: none"> • Introduction into MATLAB and Databases • Efficiency of capital markets • Predictability of asset returns • Multifactor asset pricing models • Event studies • Present value relations • Term structure models • Volatility forecasting • Further topics.

Lernformen, Methodik und Betreuung	Lecture, in-class programming, presentation and term paper			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance points	Due date or date of exam
	Term paper, software code and presentation	45 – 60 min	120	End of semester
Literaturhinweise	To be announced			

Corporate Finance

Module		Corporate Finance					
Module Code		FIN60135					
Module Coordinator		Sautner, Zacharias					
Last Update		2015/12/04					
Target Group		Programme(s)		Bachelor of Science			
		Term		4. bzw. 7. Semester			
		Compulsory/Elective Module		Compulsory Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		German			
Workload:	150 h	Contact hours:	60 h	Independent Learning:	45 h	Assignments:	45 h
Prerequisites		Finance 1					
Usability in other Modules/Programmes		Finance Concentration, Accounting Classes					
Intended Learning Outcomes		<p>Knowledge: Having a general understanding of corporate finance related topics, esp. valuation theories and concepts, financing sources of firms and capital structure theories.</p> <p>Skills: Understanding basic principles of asset pricing in equity and bond markets and application of valuation techniques.</p> <p>Competence: Making educated capital budgeting and financing decisions.</p>					

Module Overview	<p>This course focuses on the practical and conceptual problems associated with financial management of the non-financial corporation. The treatment of all areas involves theoretical concepts and the application of these concepts to contemporary business situations for the purpose of corporate decision-making. All topics reflect the impact on the overall value and risk of the company. Topics covered include, but are not limited to: Financial statements and cash flow, time value of money, valuation of equity, capital budgeting and project evaluation techniques.</p> <p>The main textbook for this class will be Berk and DeMarzo (BDM), Corporate Finance (see below for details). We will follow the book closely; additionally there will be cases and other material.</p> <ul style="list-style-type: none"> • Introduction and Basics of Financial Statements Analysis (BDM Chapter 1, 2) • Capital Budgeting (BDM Chapter 7, and other material) • Stock Valuation (BDM Chapter 9, 10) • Capital Structure (BDM 14, 15) • Financial Distress, Managerial Incentives and Information (BDM, 16) • Valuation with Leverage (BDM 18) • Payout Policy (BDM 17) • Long-term Financing; raising Equity and Debt (BDM 23, 24) • Mergers & Acquisitions (BDM 28, and other material) <p>This content is subject to (minor) changes, due to actual circumstances, cases, guest speakers or others.</p>
Forms of teaching, methods and support	Teaching discussion, group work, student presentations, advanced studies
Type of Assessment in the Module and Performance Points	<p>Case Study: 40 Performance points, group work, during the course</p> <p>Presentation Academic Article: 40 Performance points, group work, during the course</p> <p>Written Exa: 40 PErformance points, individual work, closed-book, end of the course.</p>
Recommended Literature	<p><u>Course material:</u> Slides will be provided to accompany the lecture, and are posted on the course web site prior to the class.</p> <p><u>Recommended literature:</u> Berk, Jonathan and DeMarzo, Peter:</p> <ul style="list-style-type: none"> • Corporate Finance, 2013, 3rd edition, Pearson Education Limited

Corporate Taxation

Module		Corporate Taxation					
Module Code		FIN60620					
Module Coordinator		Duttiné, Tino					
Last Update		2016/06/08					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Compulsory Module			
		Module Duration		-			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		German			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	40 h	Assignments:	66 h
Prerequisites		For advanced students, no prior knowledge is required.					
Usability in other Modules/Programmes		-					

<p>Intended Learning Outcomes</p>	<p>Knowledge:</p> <p>On successful completion of this module, students will have a thorough comprehension of</p> <ul style="list-style-type: none"> • Taxation of business activity (types of business activity and taxation, methods of taxation, nexus of taxation, types of tax) • Corporate Income Tax • International corporate taxation (double taxation, transfer pricing) • Value Added Tax • Withholding Taxes on source income (dividends, royalties and interest) • Real Estate Transfer Tax • The tax function in a multinational enterprise <p>Skills:</p> <p>Students will be able to understand which implications taxation has on the motifs and procedures in business. Students should be able to evaluate the costs that arise through taxes, i.e. they can</p> <ul style="list-style-type: none"> • understand usual business models • compare alternative measures on background of tax implications <p>Competencies:</p> <p>After completion of this module, students will be able to</p> <ul style="list-style-type: none"> • adjust their actions in business to background of taxation • recognise possible tax risks
<p>Module Overview</p>	<p>Business activities of any kind have in common that they have tax implications of some sort and some place. Corporate taxation is one of the most important cost factors entrepreneurs have to consider when conducting their business. While corporate taxation is meant to be an inevitable consequence of business activity, recent public discussions show that the complex systems of taxation in an international environment give rise to many structuring opportunities.</p> <p>Beyond the understanding of technicalities of the most important corporate taxes, strong emphasis shall be on how taxation influences the conduct of a business as such. After all, taxes are typically a cost factor to a business but not a value driver. For that purpose, strongly tax driven and publicly known business models shall be looked at.</p> <p>The Module shall answer the questions of how certain taxes are triggered and how the tax base is determined. The module shall teach a sound understanding of the general principles of the most important business taxes, i.e.</p>
<p>Forms of teaching, methods and support</p>	

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Written exam	80 minutes	80	At the end of semester
	Presentation	20 minutes	40	During the semester
Recommended Literature	International Company Taxation and Tax Planning (Endres/Spengel, Wolters Kluwer; ISBN 978-90-411-4556-7)			

Econometrics

Module		Econometrics					
Module Code		FIN60110					
Module Coordinator		Vecer, Jan					
Last Update		2015/12/14					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	46 h	Assignments:	60 h
Prerequisites		-					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> Students learn to understand and to apply general econometric principles with a special focus on economic and financial applications. Areas which are covered include regression analysis, time series analysis and panel data analysis. <p>Skills:</p> <ul style="list-style-type: none"> The econometric techniques are applied to examples and cases from practice. <p>Competencies:</p> <ul style="list-style-type: none"> The combination of theoretic knowledge and application to economic and financial cases enables students to critically evaluate the predictive powers of different explanatory variables. 					
Module Structure		<p>This course covers widely used econometric techniques such as the classical linear regression model, time series analysis and panel data analysis. Students learn the theory of these topics, they are provided with real data to apply these techniques, and they are confronted with real data to interpret the econometric results.</p>					

Module Overview	<p>This module will cover intermediary and advanced econometrics including:</p> <p>Review of probability and statistics:</p> <ul style="list-style-type: none">• Probability distributions (both discrete and continuous)• Expectation, variance and covariance• Law of large numbers• Central limit theorem• Statistical estimation, confidence intervals <p>Classical linear regression models (both simple and multiple regression):</p> <ul style="list-style-type: none">• Properties of the ordinary least squares estimator• T-test• F-test <p>Diagnostic tests for linear regression:</p> <ul style="list-style-type: none">• Non-linearity tests• Ramsey's RESET• Heteroscedasticity tests• Stability of parameters• Normality of residual• Durbin-Watson: autocorrelation of residuals• Multicollinearity• Principal components <p>Time series modeling and forecasting:</p> <ul style="list-style-type: none">• Moving average processes• Autoregressive processes• Forecasting• Vector autoregressive models <p>Volatility and correlation:</p> <ul style="list-style-type: none">• GARCH models <p>Limited dependent variable models:</p> <ul style="list-style-type: none">• Logit• Probit								
Forms of teaching, methods and support	Lecture with integrated worked examples and economic and financial applications.								
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Two assigned individual projects</td><td></td><td>120</td><td>During semester</td></tr></table> <p><u>Examination requirements:</u> Two take home projects.</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Two assigned individual projects		120	During semester
Type of examination	Duration or length	Performance points	Due date or date of exam						
Two assigned individual projects		120	During semester						

Recommended Literature	Brooks, Chris (2008): Introductory econometrics for finance, 2nd ed, Cambridge University Press.
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Environmental Economics and Energy Finance

Module		Environmental Economics and Energy Finance					
Module Code		FIN60120					
Module Coordinator		Moslener, Ulf					
Last Update		2015/12/14					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	56 h	Assignments:	50 h
Prerequisites		Finance (EN) (FIN40020)					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> Students know key concepts of environmental economics, the rationale for government intervention and regulation (e.g. externalities); participants know the main climate policy instruments, basics of energy markets and technologies; they have an idea about the dimensions of the current international climate policy / climate finance debate and the major challenges in financing clean energy. <p>Skills:</p> <ul style="list-style-type: none"> Students learn to understand climate- and energy related regulatory frameworks and to differentiate between the (societal) economic perspective and the (individual) business perspective. <p>Competencies:</p> <ul style="list-style-type: none"> Students are qualified to analyse regulatory approaches in the area of climate related regulation in the energy sector. They are able to assess differences across regulatory schemes with respect to both the economic (societal) and financing perspectives. The participants are in a position to at least vaguely develop ideas about potential consequences or scenarios of alternative developments in the international climate policy process for the clean energy investment sector. 					

Module Structure	Energy and Climate Change are high on the agenda of most governments across the world. The structural change of the global energy system is already under way with annual investment in power generation based on renewables at almost the same level as investment in power based on fossil fuels like coal and gas.															
Module Overview	<p>This course essentially provides two perspectives towards this issue: First, we discuss why markets alone are fundamentally not able to trigger investment in a way that environmental issues are appropriately taken into account. We then analyse policy instruments that can correct these so-called “market failures” and which are frequently applied by governments.</p> <p>The second part of the course will then take the perspective of an investor who is confronted with policy and regulation and often additional investment subsidies specifically directed towards promoting renewable energy.</p> <p>We discuss characteristics that fundamentally distinguish the power and power infrastructure market from the market for many other assets and look at applied examples of instruments of investment support as well as investment cases. Topics include:</p> <ul style="list-style-type: none">• Economic fundamentals such as social optimum, public goods, market failure, market based instruments• Primers in (i) climate change & climate policy; (ii) energy markets & energy policy• Financing instruments, role of public finance institutions, project finance examples															
Forms of teaching, methods and support	Teaching will be mainly based on interactive lectures and the discussion of cases.															
Type of Assessment in the Module and Performance Points	<table><tr><th>Type of examination</th><th>Duration or length</th><th>Performance points</th><th>Due date or date of exam</th></tr><tr><td>In-class presentation (plus two-page handout) plus active participation in discussions</td><td></td><td>30</td><td>End of semester</td></tr><tr><td>Written (in-class) exam</td><td>90 min.</td><td>90</td><td>To be determined</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	In-class presentation (plus two-page handout) plus active participation in discussions		30	End of semester	Written (in-class) exam	90 min.	90	To be determined
Type of examination	Duration or length	Performance points	Due date or date of exam													
In-class presentation (plus two-page handout) plus active participation in discussions		30	End of semester													
Written (in-class) exam	90 min.	90	To be determined													
Recommended Literature	<p>Perman, P., Y. Ma, J. McGilvray and M. Common (2003): Natural Resource and Environmental Economics. Addison Wesley, 3rd edition.</p> <p>Kolstad, C.: Environmental Economics, Oxford.</p> <p>On much of the subject there is not yet a well-established body of literature. Additional course material, journal articles, etc. will therefore be provided during the course if appropriate.</p>															

Financial Markets

Module		Financial Markets					
Module Code		FIN40040					
Module Coordinator		Heidorn, Thomas					
Last Update		2015/12/16					
Target Group		Programme(s)		Bachelor of Science			
		Term		6. Semester			
		Compulsory/Elective Module		Compulsory Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	30 h	Assignments:	76 h
Prerequisites		Finance 1					
Usability in other Modules/Programmes		Base for other Finance-Modules					
Intended Learning Outcomes		<p>Knowledge: Based on the theory of financial markets the students will acquire a broad knowledge of the most important products of international financial markets, i.e. they can:</p> <ul style="list-style-type: none"> • explain the usage of financial products, • describe theoretical concepts of evaluation, • outline the impact of these products in real markets. <p>Skills: The students learn the conception and organisational implementation of financial products and train to transfer these skills to other tasks, i.e. they can:</p> <ul style="list-style-type: none"> • implement financial products, • evaluate the importance of these products for the market. <p>Competences: The Module gives the students a broad knowledge base of the modern financial world. After successful completion of this Module, students can:</p> <ul style="list-style-type: none"> • analyse complex financial products, • judge financial aspects considering business and regulatory questions. 					

Module Overview	<p>The students learn the importance and functions of financial products. The module discusses bonds and shares but also derivatives (from interest rate swap to options). The necessary mathematical tools are taught but also market conventions and market set up are analyzed. All products are calculated and discussed in detail.</p> <p>The students learn:</p> <ul style="list-style-type: none">• to evaluate the importance of financial markets,• to understand the elements of money and capital markets,• to understand and use the most important products of financial markets,• an introduction to the theory of financial markets. <p>Topics:</p> <p>1. Financial Markets</p> <p>1.1 Money Market</p> <p>1.2 Capital Markets (Bond and Equity)</p> <p>1.3 Portfolio Theory</p> <p>2. Derivates</p> <p>2.1 Symmetric Instrument (Interest Rate Swap, Forward Rate Agreement, Future)</p> <p>2.2 Asymmetric Instruments (Equity Options)</p>											
Forms of teaching, methods and support	<p>The method is structured teaching, focussing on discussions with the students. To broaden the knowledge base and the understanding many assignments are used which are discussed in detail in class.</p>											
Type of Assessment in the Module and Performance Points	<table><tr><td>Prüfungsleistung</td><td>Dauer oder Länge</td><td>Akku-Punkte</td><td>Abgabe- oder Erstellungszeitpunkt</td></tr><tr><td>Test</td><td>120 Min.</td><td>120</td><td>End of semester</td></tr></table>				Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt	Test	120 Min.	120	End of semester
Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt									
Test	120 Min.	120	End of semester									
Recommended Literature	<p>Brealey, R.A. / Myers, S.C. / Allen, F.:</p> <ul style="list-style-type: none">• Principles of Corporate Finance, 2011 <p>Heidorn, T.:</p> <ul style="list-style-type: none">• Finanzmathematik in der Bankenpraxis, 2009 <p>Steiner, M. / Bruns, C.:</p> <ul style="list-style-type: none">• Wertpapiermanagement, Stuttgart 2007											

Money and Banking

Modul		Money and Banking					
Modulcode		FIN50020-					
Modulkoordinator		Berg, Tobias					
Letzte Aktualisierung		17.12.2015					
Zielgruppe		Studiengang		Bachelor of Science			
		Studienabschnitt		6th Semester			
		Pflicht-/Wahlpflichtmodul		Pflicht			
		Moduldauer		1 Semester			
		Credits:		6			
		Häufigkeit des Angebots		Jährlich			
		Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	58 h	Aufgaben:	48 h
Voraussetzungen für die Teilnahme		Finance, Financial Markets					
Verwendbarkeit für andere Module und Programme		Basis for other modules in the area of finance.					

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the major concepts, approaches and techniques in the area of money, banking, and finance, i.e. they can</p> <ul style="list-style-type: none"> • explain the main theoretical models and techniques of money markets, interest rates, and financial instruments, • compare and contrast monetary economics theories based on different basic assumptions, • explain the role of a central banks, financial institutions, and other economic agents in determining the behavior of interest rates and real economic activity. <p>Skills: On successful completion of this module, students will have the proven ability to apply advanced knowledge and relate pertinent concepts to theoretical models and empirical evidence that govern interest rates and economic activity, i.e. they can</p> <ul style="list-style-type: none"> • analyze the application of financial market models in different macroeconomic settings, • assess asset prices and interest rates of different financial instruments, • demonstrate effective skills in comprehension of money, banking, and finance research. <p>Competencies: On successful completion of this module, students can take responsibility to transfer these concepts to typical financial economics situations in institutions and policy organizations, such as: asset pricing, risk management, monetary policy transmission, and regulation, as well as</p> <ul style="list-style-type: none"> • analyze monetary and regulatory policy scenarios, • describe the structure of the financial industry, • appraise the effectiveness of alternative policy tools, • demonstrate the impact of economic shocks on financial conditions.
Kurzbeschreibung des Moduls / Lerninhalte	<p>Students obtain an overview of how different financial markets work and their effect on the banking business. This module also deals with the influence of structural changes in the banking sector and the significance of these changes in the regulatory environment on the banking business. The way in which monetary policy functions is also discussed, in particular its impact on the banking sector and various financial markets. Active participation in the lesson is a performance criterion although attendance is not compulsory.</p>
Lernformen, Methodik und Betreuung	<p>Tutorials, group work / presentations, discussion and active participation, individual work (take home assignment); self-study</p>
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<p>-</p>

Literaturhinweise	<p><u>Mishkin, F.S.: The Economics of Money, Banking, and Financial Markets, 10th edition, Pearson 2013</u></p> <ul style="list-style-type: none"> • Mishkin, F.S. und S.G. Eakins: Financial Markets and Institutions, 6th edition, Pearson 2009 • De Haan, J., S. Oosterloo, und D. Schoenmaker: European Financial Markets and Institutions
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Risk Management

Module		Risk Management					
Module Code		FIN60140-					
Module Coordinator		Hellmich, Martin					
Last Update		2015/12/15					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	66 h	Assignments:	40 h
Prerequisites		-					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> Students are familiar with managing and hedging trading and banking book exposures, with bank-wide risk management, regulatory requirements and risk management as a means of determining a bank's profitability. <p>Skills:</p> <ul style="list-style-type: none"> Students are able to apply risk management concepts and to compute various risk measure. <p>Competence:</p> <ul style="list-style-type: none"> Students appreciate the importance of risk management in a financial institution, understand the interface between risk managers and other bank departments, can apply risk measurement and risk management concepts for bank management purposes und understand the impact of risk on prices for financial products and services. 					
Module Structure		In this module students will develop deep understanding of the most important dimensions of risk and learn about advanced concepts how to measure and manage different type of risk.					

Module Overview	Financial markets are becoming ever more complex. The persistent crisis of the global financial system results in an increased need for experts and leaders to manage financial risks in a professional way. Topics covered will include: <ul style="list-style-type: none">• Risk management objectives• Bank capital, risk management and regulation• Risk factors and risk mapping• Risk measures and Value-at-Risk• Computing Value-at-Risk• Credit Risk and Credit Value-at-Risk• Risk capital calculation• Liquidity definitions and dimensions• Liquidity Risk in banking supervision• Funding• Leverage and Leverage Ratios• Advanced risk measures• Capital allocation• Modelling dependence• New Regulation Frameworks for banks and financial markets infrastructure: An overview (Basel III, MI- FID II, EMIR, MIFIR)• Risk Management: The microprudential approach• Risk Management: The macroprudential approach											
Forms of teaching, methods and support	Mix of short lectures with discussions in class.											
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Exam</td><td>120 minutes</td><td>120</td><td>End of semester</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Exam	120 minutes	120	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam									
Exam	120 minutes	120	End of semester									
Recommended Literature	A list will be provided before the start of the semester.											

Trading and Sales

Module		Trading and Sales					
Module Code		FIN60150					
Module Coordinator		Kassberger, Stefan					
Last Update		2015/12/04					
Target Group		Programme(s)			Bachelor of Science		
		Term			6th semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	56 h	Assignments:	50 h
Prerequisites		-					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<p>Knowledge:</p> <ul style="list-style-type: none"> Students will develop a broad knowledge and understanding of financial products, financial markets, trading and investment strategies, risk management and of regulatory aspects. <p>Skills</p> <ul style="list-style-type: none"> : Students will be able to price, hedge and risk manage a variety of financial products. They will be able to efficiently retrieve financial information via the Bloomberg information system. <p>Competence:</p> <ul style="list-style-type: none"> Students will acquire the competencies necessary to work in a front office or risk management position. 					

Module Overview	<p>The aim of this module is to prepare students for positions in trading, sales, risk management, portfolio management and related areas. The module focuses on financial products/markets/strategies and on regulatory issues. The theoretical aspects will be supplemented by talks of leading practitioners and hands-on Bloomberg training.</p> <p>Topics covered will include:</p> <ul style="list-style-type: none">• Fundamental and technical analysis of stocks• FX derivatives• Interest rate derivatives• Equity derivatives and certificates• Credit derivatives (CDSs, CDOs, basket credit derivatives)• Market and credit risk management• Mutual funds and performance measurement• Exchange traded products (ETFs, ETCs, ETNs)• Commodities and commodity derivatives• Hedge funds, hedge fund strategies• Behavioral finance• Basel III• Value investing• Islamic finance• Algorithmic trading, high frequency trading• Private equity• Introduction to Bloomberg																			
Forms of teaching, methods and support	Presentations by students, practitioners and the lecturer, discussions, practical training in the finance lab.																			
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Student presentation</td><td>30 minutes</td><td>40</td><td>During semester</td></tr><tr><td>Seminar thesis</td><td>15 pages</td><td>40</td><td>During semester</td></tr><tr><td>Oral exam</td><td>10 minutes</td><td>40</td><td>End of semester</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Student presentation	30 minutes	40	During semester	Seminar thesis	15 pages	40	During semester	Oral exam	10 minutes	40	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam																	
Student presentation	30 minutes	40	During semester																	
Seminar thesis	15 pages	40	During semester																	
Oral exam	10 minutes	40	End of semester																	
Recommended Literature	<ul style="list-style-type: none">• John C. Hull: Options, Futures and other Derivatives, Prentice Hall International 8th Edition, 2012• tba																			

Accounting and the Business Environment

Module		Accounting and the Business Environment					
Module Code		ACC60130					
Module Coordinator		Wagner, Hermann A.					
Last Update		2015/09/01					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th Semester			
		Compulsory/Elective Module		Compulsory Electives Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		German			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	50 h	Assignments:	56 h
Prerequisites		Financial Accounting, Managerial Accounting					
Usability in other Modules/Programmes		Preparation for Master programmes, e.g. Master in Auditing.					
Intended Learning Outcomes		<ul style="list-style-type: none"> • Knowledge: Participants will deepen their factual knowledge of various accounting choices and discretion in reporting. Moreover, participants will acquire theoretical knowledge about how accounting is impacted by the business and regulatory environment. • Skills: Students will be able to analyze financial statements in the context of the environment in which a firm operates. They will also improve their oral and written communication skills. • Competencies: Students will be able to identify critical accounting methods for given industries. They will understand how the business and legal environment affects a firm's strategy and operations and be competent to assess a) the importance and adequacy of different accounting systems (management perspective) and b) what can be learnt about a firm's strategy, operations and performance from publicly available information (analyst's perspective). 					

Module Structure	<p>Students are introduced to different business models within and across industries. In the following, significant accounting methods and challenges for different industries are reviewed, taking into account differences in firms' business models. We will discuss external accounting and different management accounting systems and their appropriateness for different industries. In this context we will discuss also risk accounting. We will also talk about general and industry-specific regulation. In the following, we talk about ethical and environmental issues and how financial statements inform about what is sometimes called corporate citizenship. We will proceed with discussing how firms account for the profitability of their investments and which kind of accounting they need for M&A transactions.</p> <ol style="list-style-type: none"> 1. Business Models 2. Financial Accounting 3. Management Accounting I 4. Management Accounting II 5. Business Risk Management 6. Financial Risk Management 7. Regulatory Accounting and Competition 8. Ethical and Environmental Accounting Issues 9. Accounting for M&A I 10. Accounting for M&A II 11. Accounting for M&A III
Module Overview	<p>Students will be assigned to small subgroups. Each group has to analyze the consolidated annual report of a specific firm. Regarding the M&A sessions the students have to analyze also specific transactions.</p> <p>The module is structured as follows: A short lecture (80 minutes) will introduce each of the topics outlined above. The following meeting starts with an interactive session in which the groups will explain their findings regarding the topics at hand for the respective firm/industry for which they have expertise. There will be 11 interactive sessions (each around 100 minutes) in the module.</p>
Forms of teaching, methods and support	<p>Class sessions will combine traditional (short) lectures followed by interactive case study discussions. Students are required to contribute to these interactive sessions by presenting their findings for individual business cases. Students will be asked to prepare for the sessions by working on the respective cases. In the first sessions, we will form groups of about 4-5 students and assign a company case to each of them. Groups have to hand in a comprehensive report on the respective firm they are analyzing.</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Oral exam		55	End of semester
	Group project: report		40	End of semester
	Active participation		25	During semester
	<p>Examination requirements:</p> <p>N/A</p>			
Recommended Literature	<p>Basic literature:</p> <ul style="list-style-type: none"> Abdel-Khalik, A. Rashad (2014): <i>Accounting for Risk, Hedging & Complex Contracts</i>. Routledge. (Chapter 2, 4, 12). Anthony, Robert N.; Govindarajan, Vijay; Hartmann, Frank G. H.; Kraus, Kalle; Nilsson, Göran (2014): <i>Management Control Systems</i>. MacGraw-Hill. (Chapter 2). Dhaliwal, Dan S.; Radhakrishnan, Suresh; Tsang, Albert; Yang, Yong George (2012). Nonfinancial Disclosure and Analyst Forecast Accuracy – International Evidence on Corporate Social Responsibility Disclosure. <i>Accounting Review</i>, 87(3), 723-759. Ferreira, Aldónio; Otley, David (2009): The design and use of performance management systems: An extended framework for analysis. <i>Management Accounting Research</i>, 20(4), 263-282 Gregory, Edward; Myers, Roslyn (2002). Help Clients Take Measure. <i>Journal of Accountancy</i>. 193(6), 53-58. Merchant, Kenneth A. (1982): The Control Function of Management. <i>Sloan Management Review</i>, 23(4), 43-55. Shi, Yuwei; Manning, Tom (2009): Understanding Business Models and Business Model Risks. <i>Journal of Private Equity</i>. 12(2), 49-59. Singleton-Green, Brian (2014). Should financial reporting reflect firms' business models? What accounting can learn from the economic theory of the firm. <i>Journal of Management & Governance</i>, 18(3), 697-706. <p>Additional sources will be provided in class.</p>			

Applied Persuasion and Event Management

Module	Applied Persuasion and Event Management						
Module Code	MGT60290						
Module Coordinator	Atalay, Selin						
Last Update	2017/02/07						
Target Group	Programme(s)			Bachelor of Science			
	Term			6th semester			
	Compulsory/Elective Module			Compulsory Module			
	Module Duration			1 Semester			
	Credits:			-			
	Frequency			Annually			
	Language of instruction			German			
Workload:	-	Contact hours:	-	Independent Learning:	-	Assignments:	-
Prerequisites	Marketing						
Usability in other Modules/Programmes	BSc-Thesis						
Intended Learning Outcomes	<p>‘Events’ can describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives. In this course we are going to take an applied perspective and focus on organizing events to achieve social or corporate objectives. Hence we will cover topics related to social influence, persuasion, corporate social responsibility and event management.</p> <p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Use social influence principles effectively to persuade other individuals. 2. Distinguish between different types of events 3. List and describe the components of the organizing a successful event 4. Organize and deliver a successful event 						
Module Structure	<p>This course will be composed of a series of in class workshops and out of class activities. The learning will include some lectures while most of the learning will be applied through exercises and tasks.</p> <p>The class will work in teams to organize an event together.</p>						
Module Overview	<ul style="list-style-type: none"> • Persuasion • Social Influence • Event Management 						

Forms of teaching, methods and support				
Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Written Report		30	
	Oral Presentation		30	
	Event Organization		60	
Recommended Literature				

Business Strategy

Module		Business Strategy					
Module Code		MGT60180					
Module Coordinator		Klingebiel, Ronald					
Last Update		2015/06/16					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	66 h	Assignments:	40 h
Prerequisites		?Corporate Design and Behavior? or equivalent					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<ul style="list-style-type: none"> • Knowledge: Students know the major tools and framework in the strategic analysis of firms and markets. They understand the nature and sources of competitive advantages and how different industry context affect business strategy. They know how firms compete in technology-based industries and know the basic principles of innovation management. They understand the fundamental challenges of market dynamism and strategic uncertainty. • Skills: Students have the know-how to apply the knowledge to the penetrating strategic analysis of markets and firms and for the practical development of informed guiding policies. They are able to solve strategic problems in different industry and business contexts and to communicate their analysis professionally. • Competencies: Students are competent to identify, to structure, and to analyze general management problems and develop actionable and compelling recommendations. 					

Module Structure	The course is initiated with a discussion of good and bad business strategies. Good business strategies clearly identify the specific challenges of a firm, formulate a guiding policy, and suggest a set of coherent actions. Using case studies drawn from business practice, we will further explore industry and resource analysis and the nature of sustainable competitive advantages. The general principles are then discussed in different industry and sectoral contexts, with a special emphasis on technology-based industries and the unique challenges faced by firms in fast-paced competitive environments.																			
Module Overview	The module builds on the strategy content of “Corporate Design and Behavior” and deepens and extends the analysis of companies and markets. In the module, students discuss how firms gain, sustain, and lose competitive advantages. Students learn how to diagnose strategic problems, develop a guiding policy, and the fundamentals of successful execution. Topics include industry dynamics and analysis, resource analysis, strategic innovations, environmental uncertainty, and organizational evolution and adaptation.																			
Forms of teaching, methods and support	Cases, class discussion, lecture. The module heavily relies on the interactive analysis, presentation, and discussion of business cases.																			
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Presentation</td><td>10 min.</td><td>25</td><td>During semester</td></tr><tr><td>Class participation</td><td></td><td>10</td><td>During semester</td></tr><tr><td>Term paper</td><td></td><td>85</td><td>End of semester</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation	10 min.	25	During semester	Class participation		10	During semester	Term paper		85	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam																	
Presentation	10 min.	25	During semester																	
Class participation		10	During semester																	
Term paper		85	End of semester																	
Recommended Literature	Grant, R.G. & Jordan, J. 2012. Foundations of Strategy. John Wiley & Sons.																			

Consumer Behaviour

Modul		Consumer Behaviour					
Modulcode		MGT60135-					
Modulkoordinator		Atalay, Selin					
Letzte Aktualisierung		19.10.2016					
Zielgruppe	Studiengang				B.Sc.		
	Studienabschnitt				6th semester		
	Pflicht-/Wahlpflichtmodul				Pflicht		
	Moduldauer				1 Semester		
	Credits:				6		
	Häufigkeit des Angebots				Jährlich		
	Sprache				Englisch		
Workload:	150	Präsenz:	44	Selbststudium:	-	Aufgaben:	-
Voraussetzungen für die Teilnahme		Marketing					
Verwendbarkeit für andere Module und Programme		B.Sc.-Thesis					
Qualifikationsziele / Lernergebnisse		<p>Marketing begins and ends with consumers – from determining consumers' needs to providing consumer satisfaction. As such, a clear understanding of consumers' buying behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. The role of research and the tools of scientific inquiry will be emphasized in order to illuminate the underlying behavioral and psychological constructs. Depth of understanding of these underlying constructs is a key to success in today's complex marketplace. Product lifecycles are shorter, market segments are smaller and more dispersed, and the competition is more intense than ever before.</p> <p>Upon completion of this course, students:</p> <ul style="list-style-type: none"> • Will have learned the key behavioral and psychological concepts and will have developed the intellectual ability to apply them in analyzing marketing situations. • Will be able to understand consumers' consumption-related behaviors • Will be able to develop and evaluate marketing strategies intended to influence consumption-related behaviors. 					

Modulstruktur	<p>The contents of the course are broken down into the following modules:</p> <p>1. Scientific Approach to Consumer Behavior</p> <p>2. <i>How Consumers Acquire, Remember and Use Knowledge</i> a. Attention, Comprehension, and Memory b. Attitudes and Attitude Formation</p> <p>3. <i>How Consumers Make Decisions</i> a. Judgment and Decision Making b. Individual Differences</p> <p>4. <i>Influence and Persuasion</i> a. Social Influence Principles and Persuasion b. Cultural Influences on Consumers</p>																			
Kurzbeschreibung des Moduls / Lerninhalte	<p>1. Scientific Approach to Consumer Behavior</p> <p>2. How Consumers Acquire, Remember and Use Knowledge</p> <p>3. How Consumers Make Decisions</p> <p>4. Influence and Persuasion</p>																			
Lernformen, Methodik und Betreuung	Lectures, in-class exercises, cases, active discussions and group work																			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance Points</td><td>Due date or date of exam</td></tr><tr><td>Group Project</td><td>45 minute presentation per group + Q&A</td><td>48 (written report 30 points, presentation 18 points)</td><td>December 15, 2016</td></tr><tr><td>Viewpoints & Participation</td><td></td><td>24 points</td><td>Throughout the semester</td></tr><tr><td>Individual Assignments</td><td></td><td>48 points (2 assignments, 24 points each)</td><td>Throughout the semester</td></tr></table>				Type of examination	Duration or length	Performance Points	Due date or date of exam	Group Project	45 minute presentation per group + Q&A	48 (written report 30 points, presentation 18 points)	December 15, 2016	Viewpoints & Participation		24 points	Throughout the semester	Individual Assignments		48 points (2 assignments, 24 points each)	Throughout the semester
Type of examination	Duration or length	Performance Points	Due date or date of exam																	
Group Project	45 minute presentation per group + Q&A	48 (written report 30 points, presentation 18 points)	December 15, 2016																	
Viewpoints & Participation		24 points	Throughout the semester																	
Individual Assignments		48 points (2 assignments, 24 points each)	Throughout the semester																	
Literaturhinweise	Will be provided in class.																			

Entrepreneurship

Module		Entrepreneurship					
Module Code		MGT60200					
Module Coordinator		Fitza, Markus					
Last Update		2015/12/09					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	26 h	Assignments:	80 h
Prerequisites		Because the module is offered towards the end of the Bachelor program, students are expected to have a good understanding of the general functioning of firms. Besides, there are no formal entry requirements for the module.					
Usability in other Modules/Programmes		This module provides a good fit with Innovation Management, which is offered in the 6th semester. However, there is no requirement to take both courses.					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of principal concepts and theories in entrepreneurship, i.e. they can</p> <ul style="list-style-type: none"> Describe different types of startups and define the key contextual factors that contribute to their success outline the specific elements of starting and growing a company <p>Skills: On successful completion of this module, students will have the proven ability to apply advanced knowledge in entrepreneurship, i.e. they can</p> <ul style="list-style-type: none"> Manage a deal with young companies as competitors analyze typical entrepreneurial challenges for a given new business, critically assess risks and rewards of the business opportunity <p>Competence: On successful completion of this module, students can</p> <ul style="list-style-type: none"> start and run a company develop a business plan 					

Module Structure	<p>Over the course of the semester we will cover the main elements of entrepreneurship through the combination of lectures, case studies and independent reading of articles.</p> <p>Students will develop and present their own business plan in this module. It can be either for a fictitious business, a business the students intent to start, or for a business someone else intends to start. The business plan is developed in groups of about three students. The group presents the business plan during the semester in class and prepares a written business plan for the end of the semester.</p>
Module Overview	<p>The module is an introduction to entrepreneurship. Our economy relies on entrepreneurs for the introduction of new products, the creation of jobs and for keeping competition up. However, entrepreneurs also face a high probability of failure. The students learn to understand all phases in the life of a firm: from start-up, over rapid growth to the exit of the founders. Specifically, the course covers characteristics of entrepreneurs, evaluation of a business opportunity, managing growth, raising of external financial resources, managing crises, and exit strategies for founders.</p> <p>The module covers the following topics:</p> <ul style="list-style-type: none"> • Generating and evaluating business ideas • Writing a business plan • The entrepreneurial team • Financing entrepreneurial ventures (business angels, venture capital, bank loans) • Business models and strategies • Management of rapid growth, crises, and recovery • Exit of the founders
Forms of teaching, methods and support	<p>In-class teaching will be mainly based on interactive lectures and the discussion of case studies. We will also discuss academic and newspaper articles in class that should be read at home prior to the class.</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Presentation	30 min.	60	During semester
	Written business plan	max. 25 pages	60	End of semester
	<p><u>Examination requirements:</u> The presentation of the business plan and the written formulation is prepared by groups of about three students. The business plan can be either for a fictitious business, a business the students intent to start, or for a business someone else intents to start.</p>			
Recommended Literature	Spinelli, S. and Adams, R.: New Venture Creation – Entrepreneurship for the 21st Century, 9th edition, New York, 2012			

Live Long and Prosper: Organizational and Human Resource Development

Module		Live Long and Prosper: Organizational and Human Resource Development					
Module Code		MGT60240					
Module Coordinator		Barthel, Erich					
Last Update		2015/12/16					
Target Group	Programme(s)		Bachelor of Science				
	Term		6th semester				
	Compulsory/Elective Module		Elective Module				
	Module Duration		1 Semester				
	Credits:		6				
	Frequency		Annually				
	Language of instruction		English				
Workload:	150 h	Contact hours:	44 h	Independent Learning:	76 h	Assignments:	30 h
Prerequisites		Corporate Design and Behaviour (EN) (MGT50010)					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p>Knowledge: Students get an overview of major concepts, approaches and techniques in organizational & human resource development, i.e., they can explain main concepts of</p> <ul style="list-style-type: none"> • Corporate Culture, • Sense Making, • Dynamic Capabilities, • Organizational Learning, • Individual Learning. <p>Skills: Students develop the capability to relate pertinent concepts to intuitions and normative frames that govern organizational and human resource development, i.e., they can</p> <ul style="list-style-type: none"> • analyze management cases with the help of the theories, • discuss organizational and individual development issues from different perspectives. <p>Competence: Students will be able to transfer these concepts to typical management situations in organizations, i.e., they can</p> <ul style="list-style-type: none"> • develop concepts for organizational change, • evaluate the impact of different concepts on managerial behaviour. 					
Module Structure		Lectures will be scheduled over the course of the semester. A high degree of active student involvement is expected throughout the module. Theories and concepts will be supplemented by case studies and/or group work in class. Students will also be required to give presentations at various points during the semester.					

Module Overview	Organizational and Human Resource Development influence each other. In the first part we will show how organizational structures and culture affect the abilities of organizations to be efficient in delivering expected outcomes and in exploring new opportunities for business. With a focus on culture we will discuss the role of sense making and creating purpose in high performance organizations and the ongoing demands of change. In the second part we will work deeper on specific consequences for individuals.															
Forms of teaching, methods and support	Teaching format consists of lectures, student presentations and discussions in class.															
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Presentation + Discussion</td><td>45 min</td><td>60</td><td>During semester</td></tr><tr><td>Paper</td><td>4.000 words</td><td>60</td><td>End of semester</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation + Discussion	45 min	60	During semester	Paper	4.000 words	60	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam													
Presentation + Discussion	45 min	60	During semester													
Paper	4.000 words	60	End of semester													
Recommended Literature	<p>Pawłowsky, P. (2003). The Treatment of Organizational Learning in Management Science. In M. Dierkes, A. B. Antal, J. Child & I. Nonaka (Eds.), Handbook of Organizational Learning and Knowledge (pp. 61-88). Oxford: University Press.</p> <p>Robbins S. P. & Timothy, J. (2014): <i>Organizational Behaviour</i>. Prentice Hall. 16th edition, global edition.</p> <p>Schein, Ed (2009): <i>The Corporate Culture Survival Guide</i>. San Francisco: Jossey-Bass. 2nd edition.</p> <p>Schein, Ed (2010): <i>Organizational Culture and Leadership</i>. San Francisco: Jossey-Bass. 4th edition.</p> <p>Teece, D. J. (2011): <i>Dynamic Capabilities and Strategic Management: Organizing for Innovation and Growth</i>. Usa: Oxford University Press.</p> <p>Weick, K. E. (2001): <i>Making Sense of the Organization</i>. Malden: Blackwell.</p> <p>Weick, K. E., & Sutcliffe, K. M. (2001): <i>Managing the Unexpected: Assuring High Performance in an Age of Complexity</i>. San Francisco: Jossey-Bass.</p>															

Innovation Management

Module		Innovation Management					
Module Code		MGT60220					
Module Coordinator		Sandner, Philipp					
Last Update		2016/01/14					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	76 h	Assignments:	30 h
Prerequisites		Because the module is offered towards the end of the Bachelor program, students are expected to have a good understanding of the general functioning of firms. Besides, there are no formal entry requirements for the module.					
Usability in other Modules/Programmes		This module provides a good fit with Entrepreneurship, which is offered in the 7th semester. However, there is no requirement to take both courses.					

Intended Learning Outcomes	<p>Knowledge: On successful completion of this module, students are familiarised with the core concepts of innovation management, i.e. they can:</p> <ul style="list-style-type: none"> • Understand different techniques of innovation management, • Analyze companies concerning their innovation activity, • Improve their capacity for problem solving and for presenting their own position in the group. <p>Skills: On successful completion of this module, students can:</p> <ul style="list-style-type: none"> • Analyse and compare the innovation strategies of successful (and unsuccessful) companies, • Hone their ability to penetrate the core concepts from innovation management, • Apply the core concepts of innovation management to specific corporate contexts. <p>Competencies: On successful completion of this module, students are able to:</p> <ul style="list-style-type: none"> • Critically examine the potential of the innovation management concepts dealt with, • Successfully analyse strengths and weaknesses of companies' innovation strategies, • Implement these management concepts independently in their professional activities in the company.
Module Structure	<p>Over the course of the semester we will cover the main elements of innovation management through the combination of lectures, class presentations, case studies and independent reading of articles. The class presentations will be prepared in groups of about three students and presented during the semester. After the presentation, the whole class will participate in the further discussion of the case.</p>
Module Overview	<p>In today's rapidly changing business environment, firms can only survive if they regularly develop new products and introduce them successfully in the market. The module covers all aspects that are relevant for firms in order to profit from innovation. The goal of the module is to introduce the students to the basic concepts of innovation management.</p> <p>Specifically, we will cover the following topics:</p> <ol style="list-style-type: none"> 1. Innovation strategy 2. Diffusion of innovation 3. Sources of innovation 4. User innovation 5. Entrepreneurship and corporate venturing 6. Intellectual property protection 7. Managing the innovation process 8. Open innovation 9. Collaboration strategies 10. Technology strategy 11. Building the innovative organization
Forms of teaching, methods and support	<p>In-class teaching will be based on interactive lectures, the group presentations and discussion of these presentations, case studies, and the work with articles that should be read prior to the class.</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Presentation	30 min.	40	During the semester
	Take home exam	24 hours	60	At the end of the semester
	Oral participation		20	During the semester
<p><u>Examination requirements:</u> The group presentations are based on cases such as innovation pitches that are prepared in groups of about three students. Students can choose a case at the beginning of the semester.</p> <p>The exam at the end of the semester is a 24 hour take home exam. Students have 24 hours time to answer questions related to the material of the course and innovative companies that should be analyzed and judged. It is possible to use all available materials, i.e. lecture slides, internet research, or journal articles. However, every student has to work individually.</p> <p>The oral participation requires students to be active and well-prepared participants of the module, work in teams and contribute regularly to in-class discussions.</p>				
Recommended Literature	<ul style="list-style-type: none"> • Schilling, M.A. (2013), Strategic Management of Technological Innovation, McGraw-Hill International Edition, Fourth Edition • Tidd, J. and Bessant, J. (2009), Managing Innovation – Integrating Technological, Market and Organizational Change, Wiley, Fourth Edition • Smith, D. (2010), Exploring Innovation, McGraw Hill, Second Edition 			

Marketing Strategy and Analytics

Module		Marketing Strategy and Analytics					
Module Code		MGT60250					
Module Coordinator		Schulze, Christian					
Last Update		2015/01/09					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	20 h	Assignments:	86 h
Prerequisites		-					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<ul style="list-style-type: none"> • Knowledge: Students will learn about the fundamentals of Marketing Strategy and the corresponding analytical tools. • Skills: Students will be introduced to qualitative and quantitative tools of Marketing Strategy and will learn to apply them in real-world situations. • Competence: Through its cross-discipline approach, this course will equip students with a coherent framework to integrate their knowledge from various disciplines, including Marketing, Finance, and Accounting. Students' skills in applying the tools covered in this course will allow them to successfully analyse existing and develop new firm strategies. 					
Module Structure		<p>Lectures will be scheduled throughout the semester and attendance of these lectures is important, as it will impact the grades for individual participation and the consulting project, which together constitute 75% of the total grade. In the course, we will make extensive use of case studies. Case study preparation and the consulting project require substantial time investments during the semester!</p> <p>In comparison, the written assignment that is due at the end of the semester will play only a minor role in the overall grade. Please note that the individual written assignment will involve extensive calculations.</p>					

Module Overview	<p>“The purpose of business is to create and keep a customer.” – Peter Drucker (1954)</p> <p>The financial success of a company depends on its ability to acquire and retain profitable customers – to develop a successful marketing strategy, however, is not a simple task.</p> <p>This module serves at least three goals:</p> <ul style="list-style-type: none"> • First, students will learn about new tools to help them understand and analyse the marketing strategies of successful (and unsuccessful) companies. • Second, students will apply the underlying analytical concepts and learn, for example, how to identify the needs of potential customers, and how to analyse the drivers of customer behaviour. • Third, students will discover how marketing drives companies’ financial success and ultimately shareholder value. <p>Through case studies and a real-world consulting project, students will learn to apply the concepts of this course. Students should take this course only if they have a strong interest in both, Analytical Marketing and Strategy.</p> <p>Topics covered in this module include</p> <ul style="list-style-type: none"> • Market Analysis (5 C’s) • Segmentation, Targeting, and Positioning • Marketing Mix (4 P’s) • Customer Management and Customer-Based Valuation
Forms of teaching, methods and support	<p>Class sessions will include traditional lectures and exercises, as well as case studies and a group consulting project to give students a practical, hands-on experience.</p> <p>Students need to be prepared to be an active and well-prepared participant of the course and contribute regularly to in-class discussions. Good contributions require intensive preparation of the weekly case studies, so the workload during the entire semester for this course is very high!</p> <p>Also, the section on customer management has strong quantitative elements. Students should be prepared to run extensive calculations and apply concepts from Accounting and Finance in this course! Good working knowledge of spread sheet software (e.g., Microsoft Excel) is a prerequisite for the written assignment and will not be covered in this course!</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Consulting project (group)	40 minute presentation, incl. Q&A	60	During entire semester
	Class participation (individual)		30	During entire semester
	Written assignment (individual)		30	End of semester
Recommended Literature	There is no required textbook for this module. However, students might find the following textbooks helpful: <ul style="list-style-type: none"> • Strategic Marketing Management by Alexander Chernev • Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty by V. Kumar 			

Operations Management

Module		Operations Management					
Module Code		MGT60138-					
Module Coordinator		Strohhecker, Jürgen					
Last Update		2016/11/02					
Target Group		Programme(s)			B.Sc.		
		Term			7th semester		
		Compulsory/Elective Module			Compulsory Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	60 h	Assignments:	46 h
Prerequisites		Mathematics, Stochastic					
Usability in other Modules/Programmes		Operations Modeling, Operations Project Field Study, Supply Chain Management					

Intended Learning Outcomes	<p>Knowledge of a broad set of operations management tools including quantitative models (e.g., Little's Law, EOQ, Newsvendor model, Order-up-to model) and qualitative strategies (e.g., Just-in-Time Delivery, Staffing) that can be used to better match supply with demand and thereby increase organizational performance.</p> <p>Knowledge:</p> <p>On successful completion of the module, the participants will have knowledge of a wide range of operations management tools, i.e. they can</p> <ul style="list-style-type: none"> • describe the operations management tools introduced in this module • explain and operate the toolset introduced in this module • evaluate the tools and discuss their strength and weaknesses <p>Skills:</p> <p>On successful completion of the module, students will have the proven ability to apply advanced knowledge in Operations Management and to solve practice-oriented challenges, i.e. they can</p> <ul style="list-style-type: none"> • analyze, structure and classify operations management challenges in practice and theory • identify the problem adequate quantitative model or qualitative strategy • apply the adequate quantitative model or qualitative strategy to solve an operations management challenge • use spreadsheets to support quantitative modeling <p>Competencies:</p> <p>Successful module participants develop the requisite know-how to provide responsible contributions in establishing concepts and processes in operations management. They acquire the ability to further develop and adapt to the needs in practice. They can</p> <ul style="list-style-type: none"> • present operations management challenges to a broad audience • argue competently about problem solution strategies
Module Structure	Operations Management

Module Overview	<p>Economic theory assumes that on efficient markets prices adjust to match supply with demand: if there is excess demand, prices rise; if there is excess supply, prices fall. However, most managers in most enterprises would prefer to be able to match supply and demand without adjusting prices. To them excess demand means lost revenue and excess supply a waste of resources. They do not like the thought that an overproduction of the product that they are responsible for has to be scrapped or sold at discount prices. This course is about how companies can design their operations to better match supply with demand and thereby gain a significant competitive advantage over its rivals. A better match of supply and demand can be achieved by using an adequate set of operations management tools, more specifically, by implementing rigorous quantitative models and well-understood qualitative operational strategies. This module introduces a broad range of operations management tools and aims at teaching the participants how and when to apply them in practical settings.</p> <p>The contents of the 11 sessions in total are built up as follows:</p> <p>Lecture Topic Book Chapter</p> <p>1 Introduction</p> <p>Process View CT1</p> <p>CT2</p> <p>2 Sailboat Game -</p> <p>3 Evaluating Process Capacity CT3</p> <p>4 Estimating and Reducing Labor Cost CT4</p> <p>5 Batching and Other Flow Interruptions CT7</p> <p>6 Variability - Waiting Time Problem CT8</p> <p>7 Variability - Throughput Losses CT9</p> <p>8 Quality Management</p> <p>Lean Operations and the Toyota Production System CT10</p> <p>CT11</p> <p>9 Betting on Uncertain Demand: The Newsvendor Model CT12</p> <p>10 Assemble-to-Order, Make-to-Order and Quick Response CT13</p> <p>11 Service Levels and Lead Times in Supply Chains: The Order-p-to Model CT14</p>
Forms of teaching, methods and support	<p>The course is taught primarily through tutorials and practiced in a large number of exercise tasks and further developed with planning and simulation case studies and games. The course is based on the one text book shown under recommended literature. Participants are expected to cover the course contents by preparation and follow-up work as well as undertaking a number of the tasks in their own study time. Exam preparation is based on exercise tasks and a sample written test.</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Written exam	80 minutes	80	During the exam week
	In-class participation		40	During the course
<p><u>Examination requirements:</u> Exams in operations management assume that the set of tools covered in the book chapters listed above have been thoroughly understood and can be applied to practical challenges. The examination tasks have the same level of difficulty as the practice problems included in the textbooks and a mock exam handed out to the participants. Exams consist of both quantitative and qualitative challenges for operations managers. In-class participation is evaluated based on different contributions, e.g. OM warm-up/OM in action discussion problems, problem presentations, group exercises, case study discussion, excel exercises, essays etc.</p>				
Recommended Literature	<p>The lecture is based on the following textbook: Cachon/Terwiesch: Matching Supply with Demand – An Introduction to Operations Management, 3rd edition, McGrawHill, 2013A print as well as an ebook version of the book can be bought from the McGraw-Hill UK shop. (Attention: The US version of the book is much more expensive!). In addition, all relevant chapters are included in a customized ebook, which can be bought via the online shop (ISBN 9781308892504). As an alternative (and addition), the following textbook can be used: Cachon/Terwiesch: Operations Management, McGrawHill, 2016</p>			

Operations Modeling

Module		Operations Modeling					
Module Code		MGT60260					
Module Coordinator		Strohhecker, Jürgen					
Last Update		2015/07/27					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	86 h	Assignments:	20 h
Prerequisites		Operations Management					
Usability in other Modules/Programmes		Operations Project Field Study					

<p>Intended Learning Outcomes</p>	<p>Knowledge: On successful completion of the module, the participants will have knowledge of a range of operations modeling tools (as listed in the module overview), i.e. they can</p> <ul style="list-style-type: none"> • describe the modeling tools introduced in this module • explain and operate the toolset introduced in this module • evaluate the tools and discuss their strength and weaknesses <p>Skills: On successful completion of the module, students will have the proven ability to apply modeling techniques to practice-oriented challenges, i.e. they can</p> <ul style="list-style-type: none"> • analyze, structure and classify a range of operations management challenges in practice and theory • develop an adequate quantitative model (for instance, discrete event simulation model, linear program, PERT/CPM) by applying the appropriate modeling technique • analyze the model to solve an operations management challenge • use general software packages (for example Microsoft Excel) and specific simulation software (for example Arena) to support quantitative modeling <p>Competencies: Successful module participants develop the competence to provide responsible contributions in establishing concepts and processes in operations management. They acquire the ability to further develop and adapt to the needs in practice. They can</p> <ul style="list-style-type: none"> • present operations management challenges and models to a management audience • present model based results and scenarios to a management audience • argue competently about adequate problem solution strategies
<p>Module Structure</p>	<p><u>Methods</u> <u>Areas of Application</u> Discrete Event Simulation (DES) PERT/CPM Linear Programming (LP) Stochastic Modeling Analytic Modeling Process Design Inventory Management Demand Planning Scheduling Supply Chain Management Project Management (PM)</p>

Module Overview	<p>In this module students will learn a variety of (mostly quantitative) modeling techniques and management methods to solve operations management challenges. These challenges are drawn from various Operations Management areas including process design, supply chain management, scheduling, supply and demand planning, and project management.</p> <table border="0"> <thead> <tr> <th data-bbox="480 510 762 539">Modeling Techniques</th><th data-bbox="932 510 1198 539">Areas of Application</th></tr> </thead> <tbody> <tr> <td data-bbox="480 544 932 573">– Discrete Event Simulation (DES)</td><td data-bbox="932 544 1318 573">– Process Design</td></tr> <tr> <td data-bbox="480 577 660 607">– PERT/CPM</td><td data-bbox="932 577 1265 607">– Inventory Management</td></tr> <tr> <td data-bbox="480 611 836 640">– Linear Programming (LP)</td><td data-bbox="932 611 1217 640">– Demand Planning</td></tr> <tr> <td data-bbox="480 645 767 674">– Stochastic Modeling</td><td data-bbox="932 645 1110 674">– Scheduling</td></tr> <tr> <td data-bbox="480 678 735 707">– Analytic Modeling</td><td data-bbox="932 678 1313 707">– Supply Chain Management</td></tr> <tr> <td></td><td data-bbox="903 712 1278 741">– Project Management (PM)</td></tr> </tbody> </table> <p>Students will learn how to develop models, analyze and provide data, solve models, conduct optimization and sensitivity analyses and interpret and communicate results. Both general software packages (for example Microsoft Excel) and specific simulation software (for example Arena) are used.</p> <p>By successfully passing this module participants will have the knowledge and tools at hand to conduct Operations Management consulting projects, specifically (discrete event) simulation studies.</p>	Modeling Techniques	Areas of Application	– Discrete Event Simulation (DES)	– Process Design	– PERT/CPM	– Inventory Management	– Linear Programming (LP)	– Demand Planning	– Stochastic Modeling	– Scheduling	– Analytic Modeling	– Supply Chain Management		– Project Management (PM)
Modeling Techniques	Areas of Application														
– Discrete Event Simulation (DES)	– Process Design														
– PERT/CPM	– Inventory Management														
– Linear Programming (LP)	– Demand Planning														
– Stochastic Modeling	– Scheduling														
– Analytic Modeling	– Supply Chain Management														
	– Project Management (PM)														
Forms of teaching, methods and support	<p>Teaching format consists of interactive lectures, workshop-style lectures, self-study elements, exercises, modeling challenges and a small-scale practice project. Participants will often work in small groups with close interaction with the lecturer. Teaching builds on the idea that modeling is best acquired through learning by doing, i.e. through applying it to various hands-on challenges.</p>														

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Modeling and simulation exercises	16 h (workload)	20	Homework and in-class, tba
	Modeling and simulation in-term exam	45 min	20	In class, tba
	Modeling and simulation case study	16 h (workload)	20	Last third of the semester, tba
	Written Exam	60 min	60	End of semester
	<p><u>Examination requirements:</u> For some assignments a computer with Windows 7 or higher will be needed. Discrete event simulation software will be provided.</p>			
Recommended Literature	<p>Heizer, Jay; Render, Barry: Operations Management, Sustainability and Supply Chain Management, 11th ed., Pearson 2014 (Global Edition) Alternatively: Heizer, Jay; Render, Barry: Operations Management, 10th ed., Pearson 2011 (Global Edition) Kelton, W. David; Sadowski, Randall P.; Zupick, Nancy B.: Simulations with Arena, 6th ed: McGraw-Hill, 2014 Kelton, W. David; Smith, Jeffrey S.; Sturrock, David T.: Simio & Simulations, Modeling, Analysis, Applications, 2nd ed., McGraw-Hill, 2011</p>			

Supply Chain Management

Module		Supply Chain Management					
Module Code		MGT60222					
Module Coordinator		Kremer, Mirko					
Last Update		2015/12/16					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		German			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	58 h	Assignments:	48 h
Prerequisites		Operations Management (MGT50070)Statistics and ProbabilityMathematics					
Usability in other Modules/Programmes		Bachelor Thesis					

Intended Learning Outcomes	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the basic definitions, theories and concepts of supply chain management, i.e. they can:</p> <ul style="list-style-type: none">• understand how Supply Chain Management contributes to the financial performance of companies across a wide range of industries.• define and distinguish different concepts of and approaches to SCM <p>Skills: On successful completion of this module, students will have the proven ability to apply supply chain management concepts, i.e. they can:</p> <ul style="list-style-type: none">• develop and advance quantitative spreadsheet modeling skills that allow them to support qualitative arguments with solid quantitative analysis. <p>Competencies: On successful completion of this module, students can take responsibility for designing and implementing supply chain management concepts in organisations, i.e. they can:</p> <ul style="list-style-type: none">• develop the requisite know-how to provide responsible contributions in establishing concepts and processes in supply chain management.• independently take responsibility for SCM in practice• present supply chain management challenges to a broad audience, and argue competently about problem solution strategies.																																				
Module Structure	<p>The contents of the 11 sessions in total are built up as follows:</p> <table><tr><th>Session</th><th>Topic</th><th>Book Chapter</th></tr><tr><td>1</td><td>Introduction</td><td>CM1</td></tr><tr><td>2</td><td>SC Performance: Achieving Strategic Fit</td><td>CM2</td></tr><tr><td>3</td><td>Designing SC Networks</td><td>CM4</td></tr><tr><td>4</td><td>Dealing with Uncertainty: Forecasting</td><td>CM7</td></tr><tr><td>5</td><td>Aggregate Planning</td><td>CM8</td></tr><tr><td>6</td><td>Sales & Operations Planning</td><td>CM 9</td></tr><tr><td>7</td><td>Cycle Inventory</td><td>CM 11</td></tr><tr><td>8</td><td>Safety Inventory</td><td>CM 12</td></tr><tr><td>9</td><td>Optimal Level of Product Availability</td><td>CM 13</td></tr><tr><td>10</td><td>Transportation</td><td>CM 14</td></tr><tr><td>11</td><td>Coordination across the SC</td><td>CM 10</td></tr></table>	Session	Topic	Book Chapter	1	Introduction	CM1	2	SC Performance: Achieving Strategic Fit	CM2	3	Designing SC Networks	CM4	4	Dealing with Uncertainty: Forecasting	CM7	5	Aggregate Planning	CM8	6	Sales & Operations Planning	CM 9	7	Cycle Inventory	CM 11	8	Safety Inventory	CM 12	9	Optimal Level of Product Availability	CM 13	10	Transportation	CM 14	11	Coordination across the SC	CM 10
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Module Overview	<p>Supply chains are networks of organizations (suppliers, manufacturers, distributors, retailers) that jointly supply and transform materials, and distribute products and services to consumers. If designed and managed properly, these networks are a crucial source of competitive advantage for both manufacturing and service enterprises. Each day, world-class companies such as Amazon, Apple, Dell, and Zara try to leverage their supply chain management (SCM) capabilities to achieve profitable growth far ahead of their competition. This module develops a framework of Supply Chain drivers that helps students understand and predict the financial performance of a firm's supply chain strategy.</p>																																				

Forms of teaching, methods and support	Lecture, Case Studies, Exercises			
Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Written exam	80 minutes	80	During the exam week
	In-class participation		40	During the course
	<u>Examination requirements:</u> The exam is designed around the assumption that the set of tools covered in the book chapters listed above have been thoroughly understood and can be applied to practical challenges. The examination tasks have the same level of difficulty as the practice problems included in the textbook and a mock exam handed out to the participants. Exams consist of both quantitative and qualitative challenges for Supply Chain managers. In-class participation is evaluated based on different contributions, e.g., problem presentations, group exercises, case study discussion, excel exercises, essays etc.			
Recommended Literature	The lecture is mostly based on the following textbook: Chopra and Meindl: Supply Chain Management: Strategy, Planning, and Operation, 6th edition, McGrawHill, 2014 The textbook can be found in the FS library in reasonable numbers (Signatures: DDC/Chopra).			

Challenges of the World Economy

Module		Challenges of the World Economy					
Module Code		ECO60110					
Module Coordinator		Löchel, Horst					
Last Update		2015/12/07					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	62 h	Assignments:	44 h
Prerequisites		Macroeconomics (ECO40030)					
Usability in other Modules/Programmes		The module is part of the thematic area "Economics", but the gained insights and competencies are beneficial for the economic comprehension in modules of other areas as well.					

Intended Learning Outcomes	<p>Knowledge: On successful completion of the module students have gained a thorough comprehension of the main economic indicators of the global economy, i. e. they can</p> <ul style="list-style-type: none"> • identify sources and mechanism of the development of growth, • explain the inflation and interest rates, budget and current account deficits. • summarise the global business outlook by focusing on the main economic players US, EU, China and other Emerging Markets. <p>•</p> <p>Skills: On successful completion of the module, students will have the proven ability to analyse potential challenges of the world economy and discuss possible solutions, i.e. they are able to</p> <ul style="list-style-type: none"> • evaluate the quality of different economic forecasts of the world economy (e.g. IMF, OECD) their strengths and weaknesses. • assess the political opportunities, risks and options regarding economic, fiscal and monetary policy. • analyze and understand macroeconomic relationships <p>•</p> <p>Competence: On successful completion of the module, students are familiarized with macroeconomic research and analysis as well as enabled to select and use relevant macroeconomic data and information. Thus, they are able to integrate economic insights in future everyday work and decision making.</p>
Module Structure	<ol style="list-style-type: none"> 1. Introduction 2. World Economy: <i>Outlook of the Main Players</i> <i>Challenges of</i> 3. Global Macroeconomic Policy <i>Special Issue</i> 4. : Emerging Economies <i>Special Issue: Is the Decline of Commodity Prices a Blessing?</i> <i>Is the Crisis of the Euro area over?</i> 7. International Competitiveness of Germany 8. Conclusion

Module Overview	<p>The module analyses short and long-term challenges of the world economy and discusses possible solutions outlined in the World Economic Outlook and the Global Financial Stability Report published by the International Monetary Fund (IMF). Both reports analyze current features of the world economy and global financial markets respectively.</p> <p>A special focus is given to the analysis of the following areas: (i) the world business cycle, (ii) the sovereign debt crisis in advanced economies, (iii) the imbalances between advanced and emerging economies, (iv) the issues of financial stability and the changing business model of banks, and (v) the future of the global currency system. The second pillar of the module is the discussion of respective macroeconomic policy actions, which can be basically divided in (i) fiscal and monetary policy, (ii) demand and supply side driven actions, and (iii) Monetarism vs. Keynesianism.</p>																			
Forms of teaching, methods and support	Case-study based participated centered learning. Brainstorming of learning groups and presentation of the group's results of case studies.																			
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Written exam</td><td>60 min.</td><td>60</td><td>End of semester</td></tr><tr><td>Team presentation</td><td>30 min. incl. Q&A</td><td>40</td><td>During semester</td></tr><tr><td>Individual performance in class</td><td>Continuous</td><td>20</td><td>Continuous</td></tr></table> <p>The points in each category are maximum point that can be achieved.</p> <p><u>Examination requirements:</u> Continuous course participation. Excused missing is only possible in two sessions.</p>				Type of examination	Duration or length	Performance points	Due date or date of exam	Written exam	60 min.	60	End of semester	Team presentation	30 min. incl. Q&A	40	During semester	Individual performance in class	Continuous	20	Continuous
Type of examination	Duration or length	Performance points	Due date or date of exam																	
Written exam	60 min.	60	End of semester																	
Team presentation	30 min. incl. Q&A	40	During semester																	
Individual performance in class	Continuous	20	Continuous																	
Recommended Literature	<ul style="list-style-type: none">• BIS, Annual Report, current issue• IMF, World Economic Outlook, current issue• Mankiw, N. Gregory, Macroeconomics, Boston 2012• Weinzierl, Matthew et al., GUIDES: Insight through indicators, Harvard Business School, Case 9-710-044, 2010																			

FX Markets and Exchange Rate Determination

Module		FX Markets and Exchange Rate Determination					
Module Code		ECO60150					
Module Coordinator		Schmidt, Paul G.					
Last Update		2015/12/17					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	66 h	Assignments:	40 h
Prerequisites		Finance (EN) (FIN40020)					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					

<p>Intended Learning Outcomes</p>	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the institutional conditions, targets, strategies and instruments of domestic exchange rate policies, i.e. they can</p> <ul style="list-style-type: none"> describe FX markets, FX market instruments and FX instruments <p><!-- --></p> <ul style="list-style-type: none"> about the world financial architecture, explain recent actual exchange rate developments and exchange rate arrangements and monetary regimes from a cross-national perspective. <p>Skills: On successful completion of this module, the students will have the proven ability to</p> <p><!-- --></p> <ul style="list-style-type: none"> apply theoretical concepts and analytical tools in assessing <p><!-- --></p> <ul style="list-style-type: none"> major trends in foreign exchange rate developments, analyse the likelihood of balance of payments crises, assess the impact of such crises on financial markets and the real sector of the economy. <p>Competencies: After finishing this module students will be able to</p> <ul style="list-style-type: none"> assess the major determinants of changes of foreign exchange rates draw up the causes of balance of payments crises, rate the major causes of foreign exchange rate changes, and currency turbulences, draw up the predictions of early warning systems on currency turbulences.
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Module Overview	<ol style="list-style-type: none"> 1. The Balance of Payments in National Accounting <ol style="list-style-type: none"> 1.1 Concept, structure and settlement of the balance of payments 1.2 Balance of payments and international investment position 1.3 Current account balance, saving and investment 1.4 Current account balance and net foreign assets 1.5 Balance payments and domestic money supply 2. Foreign Exchange Markets and FX Transactions <ol style="list-style-type: none"> 2.1 Supply, demand and players on FX markets 2.2 Strategies and foreign exchange markets instruments 2.3 Pricing on the spot market and forward market 2.4 Exchange rate regimes 3. Exchange Rate Regimes in Theory and Practice <ol style="list-style-type: none"> 3.1 The classical gold standard 3.2 The currency chaos during the inter-war years 3.3 The system of Bretton Woods 3.4 The non-system of managed floating 3.5 Currency boards 3.6 Dollarization and Euroization 4. Determinants of Foreign Exchange Rate Dynamics <ol style="list-style-type: none"> 4.1 Nominal, real and effective exchange rates 4.2 Absolute and relative theory of purchasing power parity 4.3 Incomes theory of foreign exchange rate determination 4.4 Interest rate arbitrage and interest rate parity theory 4.5 Portfolio theory - the Branson model 4.6 Monetary theory - the Dornbusch model 4.7 Rational expectations, news and risk premiums 4.8 Rational speculative bubbles 4.9 Non-rational expectations 5. Currency Turbulences & Balance of Payments Crises <ol style="list-style-type: none"> 5.1 Explanatory approaches 5.2 Empirical Evidence in cross-national perspective 5.3 Early warning systems <p>Module overview:</p> <p>The module presents an introduction to the theory and practice of exchange rate determination and exchange rate policies under different monetary and exchange rate regimes. Students learn to understand how foreign exchange markets function under different exchange rate arrangements and which factors have an impact on foreign exchange rate determination over different time horizons. In the last chapter explanatory approaches and empirical evidence on the determinants of currency turbulences and balance of payments crises are presented and applied to the construction of early warning systems.</p> <p>In the final part of the module small teams of students give presentations on selected policy-oriented topics which include:</p> <ul style="list-style-type: none"> • The Gold Standard in Theory, History & Practice • The Currency Chaos of the 1930s: Lessons for Today • Causes & Consequences of the US Current Account Deficit • Managed Floating & Reserve Accumulation: China, Russia, India • Causes & Propagation of Financial Crises: Argentina, Turkey, Russia
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	<ul style="list-style-type: none">• The Role of the International Monetary Fund in Recent Financial Crises• Tobin Tax & Beyond: Taxation of Financial Transactions• Reform of the World Financial Architecture• 																
Forms of teaching, methods and support	The in-class time is divided into approximately 70% lectures with discussions and 30% team presentations by students on selected case studies.																
Type of Assessment in the Module and Performance Points	<table><tr><th>Type of examination</th><th>Duration or length</th><th>Performance points</th><th>Due date or date of exam</th></tr><tr><td>Team presentations</td><td>30 minutes</td><td>50</td><td>During semester</td></tr><tr><td>Classroom discussion</td><td></td><td>10</td><td>During semester</td></tr><tr><td>Written exam</td><td>60 minutes</td><td>60</td><td>End of semester</td></tr></table> <p><u>Examination requirements:</u> Approved aids: bi-lingual dictionary & mathematical notation to the script.</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Team presentations	30 minutes	50	During semester	Classroom discussion		10	During semester	Written exam	60 minutes	60	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam														
Team presentations	30 minutes	50	During semester														
Classroom discussion		10	During semester														
Written exam	60 minutes	60	End of semester														
Recommended Literature	<ul style="list-style-type: none">• Eun, Cheol S. / Resnick, Bruce G. (2007), <i>International Financial Management</i>, fourth edition, Boston et al. (McGraw-Hill Irwin)• Krugman, Paul R. / Obstfeld, Maurice / Melitz, Marc J. (2012), <i>International Economics. Theory and Policy</i>, . ninth edition, Boston et al. (Pearson)• Schmidt, Paul G. (2013), <i>International Monetary Relations and Currency Crises</i>, , script, Frankfurt/Main (Frankfurt School of Finance & Management) <p>A list of recommended introductory literature for presentation topics will be published at the beginning of the term.</p>																

Incentives

Module		Incentives					
Module Code		ECO60140					
Module Coordinator		Feess, Eberhard					
Last Update		2015/11/26					
Target Group		Programme(s)			Bachelor of Science		
		Term			6. Semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	46 h	Assignments:	60 h
Prerequisites		Basic knowledge in microeconomics, game theory and statistics					
Usability in other Modules/Programmes		-					

Intended Learning Outcomes	<p>Knowledge: On completion of this module, the students are familiarized with fundamental theories on incentives, i. e. they can</p> <ul style="list-style-type: none"> • describe approaches of game theory, principal-agent-theory, industrial organization, theories of privatization and regulation • explain the relation between asymmetric information and incentives • comprehend behavioural decision making and interpret approaches and results of experimental research • identify stable patterns on behaviour in strategic decision making <p>Skills: On successful completion of this module, students will have the proven ability to apply the theories mentioned above to real-world situations, i. e. they are able to</p> <ul style="list-style-type: none"> • judge current developments in incentive setting and deregulation. • apply microeconomic reasoning to macroeconomic issues such as the reform of social security systems. • use empirical tools and statistical concepts for handling the problems of self-selection and endogeneity. • evaluate information on successful and unsuccessful privatization of state enterprises. <p>Competence: On successful completion of this module, the students are capable to design incentive structures for personnel economics, for consulting firms, for international organizations and for competition agencies, i. e. they are able to</p> <ul style="list-style-type: none"> • combine game theory, behavioural insights and statistical tools • and thus dealing fast and efficiently with new and challenging problems • as well as guide decision-making processes in groups
Module Structure	The module consists of lectures including case studies, discussions, and student presentation (group work).

Module Overview	<p>Setting the "right" incentives can be seen as one of the core objectives of both Economics and Management. In recent years, the perspectives of Economics and Management on incentive problems have become more and more interlocked, thereby considerably benefitting both disciplines. On the one hand, Economic theory provides useful tools such as principal-agent theory, game theory, contract theory and auction theory which allow to capture and to discuss incentive topics in a radical way. On the other hand, Management theory sharpens our understanding of the actual consequences of incentives with its strong emphasis on experience and behavioural foundations, and experimental economics completes the picture by providing us with stable behavioural patterns in controlled environments.</p> <p>The module combines these perspectives with a clear focus on real-world phenomena. It gives an overview on economic tools (game theory, principal-agent theory, asymmetric information) and behavioural and experimental insights (prospect theory, reciprocity, crowding-in or crowding-out of intrinsic motivation) required for applying incentive theory in practice. Topics discussed are both from Economics and Management and include (in Management) Hierarchies, Delegation, the Allocation of Decision rights and Incentives in teams as well as (in Economics) Competition Policy and Privatization. The module strongly focuses on the content and the conclusions rather than on the mathematical structure of the models.</p> <p>Outline:</p> <ol style="list-style-type: none"> 1. Game theory (refreshment and extension) 2. Industrial Organization and Competition Policy: Fields, insights and Procedure of Competition Policy in Practice 3. Incentives: Moral hazard, adverse selection and the design of second best contracts 4. Privatization and Deregulation: Insights and Challenges 5. Applying Microeconomics to Macroeconomics: The example of social security systems 6. Some remarks on empirical analysis 7. Experimental economics: Basic insights <p>Student presentations on the application of topics covered in 1-7.</p>
Forms of teaching, methods and support	<p>The in-class time is divided in 60% lectures (including discussions, of course) and 40% group presentations by students. Self-study includes the preparation of the presentations and the reading of articles provided by the lecturer.</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Written exam	60 minutes	60	End of semester
	Presentation of group work	10-15 slides	40	During semester
	Classroom discussion		20	During semester
<p><u>Examination requirements:</u> For the written exam, students can bring what ever they want except electronic devices (no computer, no cell phones, no pocket calculator).</p>				
Recommended Literature	<p>Recommendable textbooks on the different topics include:</p> <ul style="list-style-type: none"> • Biermann, H. Scott and Luis Fernandez (1998): "Game Theory with Applications", Second Edition, Addison Wesley Publication. • Gardner, Roy (2003): "Games for Business and Economics" • Rasmusen, Eric (2007): "Games & Information. An Introduction to Game Theory". Fourth Edition, John Wiley & Sons. • Mas-Colell, Andreu, Whinston, D. Michael and Jerry Green (1995): "Microeconomic Theory", Oxford University Press. • Motta Massimo (2004): Competition Policy: Theory and Practice, Cambridge University Press. • Feess, Eberhard (2004): Mikroökonomie. Eine spieltheoretisch und anwendungsorientierte Einführung, Marburg. <p>In the first session, a reading list with articles both for the lectures and for the potential student presentations will be provided. This list is only a recommendation; students do not have to use these articles and are supposed to use additional sources.</p>			

International Trade and Economic Integration

Module		International Trade and Economic Integration					
Module Code		ECO60160					
Module Coordinator		Schmidt, Paul G.					
Last Update		2015/12/17					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	86 h	Assignments:	20 h
Prerequisites		Macroeconomics (ECO40030)					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • explain the cross-border structure of trade in goods and services, • describe the institutional conditions, targets, strategies and instruments of national trade policies, • outline the world trade architecture. <p>Skills: On successful completion of this module, the students will have the proven ability to apply theoretical concepts and analytical tools, i.e. they can</p> <ul style="list-style-type: none"> • analyse international trade flows <p><!-- --></p> <ul style="list-style-type: none"> • international flows of services, • evaluate international flows of capital and their impact on different economies. <p>Competencies: After successfully finishing this module students will be able to</p> <ul style="list-style-type: none"> • discuss current trade policies and initiatives of supranational institutions, • draw up protectionist measures of national governments, • assess as well as the impact of recent developments in international trade on global trade and individual countries. 					

Module Structure	<p>1. Classical Theory of Foreign Trade</p> <ul style="list-style-type: none"> 1.1 Causes of international trade 1.2 Division of labour, absolute and comparative cost advantages 1.3 Ricardo's Theorem of comparative cost advantages 1.4 Comparative and absolute cost advantages, price divergences and foreign exchange rates 1.5 Nominal wages, labor productivities and foreign exchange rates <p>2. Neo-classical Theory of Foreign Trade</p> <ul style="list-style-type: none"> 2.1 The Samuelson-Jones model of specific factors 2.2 The Heckscher-Ohlin model of diverging factor endowments 2.3 The Leontief paradox and other anomalies 2.4 Implications for economic policies and development strategies <p>3. Economies of Scale and Imperfect Markets</p> <ul style="list-style-type: none"> 3.1 Economies of scale 3.2 Monopolies 3.3 Cartels and oligopolies <p>4. Foreign Economic Policy</p> <ul style="list-style-type: none"> 4.1 Strategies, targets and instruments of foreign economic policies 4.2 Economic effects of customs duties 4.3 List tariffs for protection of infant industries 4.4 Strategies and stages of regional economic integration 4.5 Protectionism in world trade <p>5. World Trade Architecture</p> <ul style="list-style-type: none"> 5.1 Mandate and Targets of the World Trade Organization 5.2 Basic principles of the world trade order 5.3 Structure and instruments of the World Trade Organization <p>6. Stabilization Policies in Open Economies</p> <ul style="list-style-type: none"> 6.1 Premises and structure of the Mundell-Fleming model 6.2 Stabilization policies under fixed exchange rate regimes 6.3 Stabilization policies under flexible exchange rate regimes 6.4 Stabilization policies with high capital mobility 6.5 Stabilization policies with restrictions on capital mobility 6.6 Criticism and further discussion <p>7. The Trilemma of Economic Policy</p>
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Module Overview	<p>The module presents some of the basic theories on the causes and effects of international trade in goods and services. Students will become familiar with targets and instruments of national foreign economic policies as well as the international rules, principles, aims, organization, and conflict settlement mechanisms which characterize the current world trade order. The last chapter of the lecture analyzes stabilization policy options in open economies.</p> <p>In the final part of the module small teams of students give presentations on selected policy-oriented topics which include:</p> <ul style="list-style-type: none">• Economic Integration in Africa, Asia & The Americas• Protectionism During the World Economic Crisis of the 1930s• The Recent Protectionist Temptation During the Global Financial Crisis• A Comparative View on Protectionist Economic Policy Instruments• The Impact of International Trade on Development & Poverty• World Commodity Markets: Gold, Metals, Crude Oil, Foodstuffs• Challenges & Control of International Arms Trade• Foreign Direct Investment: Causes, Trends, and Effects			
Forms of teaching, methods and support	The in-class time is divided into approximately 70% lectures with discussions and 30% team presentations by students on selected case studies.			
Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Team presentations	45 min.	50	During semester
	Classroom discussion		10	During semester
	Written exam	60 min.	60	End of semester
	<p><u>Examination requirements:</u> Approved aids: bi-lingual dictionary & mathematical notation to the script.</p>			

Recommended Literature	<ul style="list-style-type: none"> • Gerber, James (2014), <i>International Economics</i> • , sixth edition, Boston et al (Prentice Hall). • Krugman, Paul R. / Obstfeld, Maurice / Melitz, Marc J. (2012), <i>International Economics.</i> <i>Theory and Policy</i> • . ninth edition, Boston et al. (Pearson) • Schmidt, Paul G. (2013), <i>International Trade and Economic Integration</i> • , script, Frankfurt/Main (Frankfurt School of Finance & Management) <p>A list of recommended introductory literature for presentation topics will be published at the beginning of the term.</p>
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Market Economy and Regulatory Frameworks

Module		Market Economy and Regulatory Frameworks					
Module Code		ECO71200					
Module Coordinator		Koch, Roland					
Last Update		2015/11/26					
Target Group		Programme(s)		BSc HS			
		Term		7th Semester			
		Compulsory/Elective Module		Compulsory Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	66 h	Assignments:	40 h
Prerequisites		<p>Knowledge: Students know the interdependency of free markets and the need to regulate for reasons such as fair competition, social stability of environmental issues. They identify the different levels of regulation globally and by country. They understand the political rationale of increasing worldwide demand for deeper regulation and the resulting challenges for growth and innovation. Skills: Students understand the logic of regulation. They apply their knowledge to specific business environments like sector regulation (e.g. telecommunications, banking, energy), wage bargaining of other politically determined standards (e.g. minimum wages, gender quotation). They can develop criteria to forecast the probability of regulatory initiatives. Competence: Students can conduct business complying with the legal, social and political environment in which they act. They can integrate regulatory items in a structured process to evaluate pros and cons of a business decision.</p>					
Usability in other Modules/Programmes		<p>The module consists of lectures, discussions and student presentations. In a workshop, we will discuss specific cases of regulatory influence with experienced guests.</p>					

Intended Learning Outcomes	<p><u>Knowledge:</u> Students know the interdependency of free markets and the need to regulate for reasons such as fair competition, social stability of environmental issues. They identify the different levels of regulation globally and by country. They understand the political rationale of increasing worldwide demand for deeper regulation and the resulting challenges for growth and innovation.</p> <p><u>Skills:</u> Students understand the logic of regulation. They apply their knowledge to specific business environments like sector regulation (e.g. telecommunications, banking, energy), wage bargaining of other politically determined standards (e.g. minimum wages, gender quotation). They can develop criteria to forecast the probability of regulatory initiatives.</p> <p><u>Competence:</u> Students can conduct business complying with the legal, social and political environment in which they act. They can integrate regulatory items in a structured process to evaluate pros and cons of a business decision.</p>
Module Overview	<p>The module starts with an introduction to free market theories and the increasing regulatory tool-set. We will deeply analyse the impact of state-owned market participants and duties on the development of emerging countries. We will also deal with history and impact of significant privatizations (e.g. in telecommunications). Current cases like TTIP or the German legislation on collective bargaining will help to illustrate the theoretical universe of regulation.</p> <p>The following topics will be covered:</p> <ol style="list-style-type: none"> 1) Theory of a free market economy: Allocation of resources without state influence. 2) Why did Adam Smith fail? Even markets need rules. 3) Confidence in state rules: Comparison of the US and Europe. 4) State-owned entities conquer the world: World-map of state influence. 5) Global Regulation today and tomorrow: WTO, free trade agreements and TTIP. 6) Are duties still helpful? Sheltered start for developing countries. 7) Reasons for regulation and their importance: Competition, social stability, safety, prosperity. 8) Regulation and anti-trust-policy: From AT&T to Deutsche Post 1982. 9) Regulation and freedom: New German collective bargaining law. 10) Regulation and prosperity: Minimum wage and gender. 11) Regulation as factor of regional competitiveness.
Forms of teaching, methods and support	<p>The module consists of lectures, discussions and student presentations. In a workshop, we will discuss specific cases of regulatory influence with experienced guests.</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Written Exam	60 minutes	60 points	end of semester
	Presentation of group work	10-15 Slides	40 points	during the semester
	Class participation		20 points	during the semester
Recommended Literature	tba			

Monetary Theory and Policy

Module		Monetary Theory and Policy					
Module Code		ECO60170					
Module Coordinator		Schmidt, Paul G.					
Last Update		2015/12/17					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	76 h	Assignments:	30 h
Prerequisites		Finance (EN) (FIN40020)					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students will have a thorough comprehension about institutional conditions, targets, strategies and instruments of monetary policies, i.e. they can</p> <ul style="list-style-type: none"> • outline the major determinants of money demand and money supply, • describe the role of financial institutions and the development of financial markets • summarize and the major monetary policy instruments and institutions from a cross-national perspective. <p>Skills: On successful completion of this module, the students will have the proven ability to apply theoretical concepts and analytical tools, i.e. they can</p> <ul style="list-style-type: none"> • assess central bank policy decisions, and • interpret their impact on banking institutions and financial markets • conclude the impact on the real sector of the economy. <p>Competencies: After finishing this module students will be able to analyze and evaluate monetary policy decisions and interpret the impact on the economy in the real world.</p>					

Module Structure	The main topics of this module include: <ul style="list-style-type: none">• Theories of Money Demand: Classical, Keynesian, Monetarist and Post-Keynesian• Theories of Money and Credit Supply: Monetarist, Keynesian and Post-Keynesian• Financial Markets and Financial Institutions• Monetary Transmission in Theory & Practice• Targets, Strategies and Instruments of European Monetary Policy• Monetary Policy of the European Central Bank in Practice• Monetary Policy in Mature & Emerging Economies																			
Module Overview	<p>The module presents some of the most important theoretical foundations regarding money demand, money supply, and monetary transmission processes. It describes the institutional framework, the major targets, strategies, and instruments of modern central banking and critically discusses the monetary policies of major central banks over the past three decades.</p> <p>In the final part of the module small teams of students give presentations on selected policy-oriented topics which include:</p> <ul style="list-style-type: none">• Monetary Policy-making in the USA• Monetary Policy-making in the UK• Monetary Policy-making in Australia• Monetary Policy-making in Switzerland• Monetary Policy-making in Canada• Monetary Policy-making in China• Monetary Policy-making in India• Monetary Policy-making in Brazil• Monetary Policy-making in Russia• Monetary Policy-making in Singapore																			
Forms of teaching, methods and support	The in-class time is divided in approximately 70% lectures with discussions and 30% team presentations by students on selected case studies.																			
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Team presentations</td><td>45 minutes</td><td>50</td><td>During semester</td></tr><tr><td>Classroom discussion</td><td></td><td>10</td><td>During semester</td></tr><tr><td>Written exam</td><td>60 minutes</td><td>60</td><td>End of semester</td></tr></table> <p><u>Examination requirements:</u></p> <p>Approved aids: bi-lingual dictionary & mathematical notation to the script</p>				Type of examination	Duration or length	Performance points	Due date or date of exam	Team presentations	45 minutes	50	During semester	Classroom discussion		10	During semester	Written exam	60 minutes	60	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam																	
Team presentations	45 minutes	50	During semester																	
Classroom discussion		10	During semester																	
Written exam	60 minutes	60	End of semester																	

Recommended Literature	<ul style="list-style-type: none"> • Mishkin, Frederic S. / Matthews, Kent / Giuliadori, Massimo (2013), <i>The Economics of Money, Banking & Financial Markets</i> • , Harlow et al. (Pearson) • Schmidt, Paul G. (2013), <i>Monetary Theory & European Monetary Policy</i> • , script, Frankfurt/Main (Frankfurt School of Finance & Management). • Walsh, Carl E. (2010), <i>Monetary Theory and Policy</i> • , third edition, Cambridge, Massachusetts: The MIT Press. <p>A list of recommended introductory literature for presentation topics will be published at the beginning of the current term.</p>
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Public Finance and Government Debt

Module		Public Finance and Government Debt					
Module Code		ECO60130					
Module Coordinator		Schmidt, Paul G.					
Last Update		2015/12/17					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	76 h	Assignments:	30 h
Prerequisites		Finance (EN) (FIN40020)					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students will have a thorough comprehension about institutional conditions, targets, strategies and instruments of fiscal policies, i.e. they can</p> <ul style="list-style-type: none"> describe methods and strategies of public debt management, summarize comprehensive facts regarding government finances, revenues, expenditures, deficits and debts from a cross-national perspective. <p>Skills: On successful completion of this module, the students will have the proven ability to apply theoretical concepts and analytical tools, i.e. they can</p> <ul style="list-style-type: none"> assess fiscal vulnerabilities identify critical levels of sovereign debt, and evaluate their likely impact on financial markets and the real sector of the economy. <p>Competencies: After finishing this module students will be able to</p> <ul style="list-style-type: none"> draw up degree of fiscal vulnerabilities and fragilities of nations, interpret the soundness of fiscal policies of governments, as well as interpret the likelihood for the outbreak of sovereign debt crises. 					

Module Structure	The main topics of this module include: <ul style="list-style-type: none">• History of Thought in Public Finance• Role of the Public Sector in the Economy• Public Revenue, Expenditure, Borrowing Requirement & Debt• Public Finance & Monetary Policy• Public Debt Management• Causes of Sovereign Debt Crises• Assessing the Probability of Sovereign Default• Assessing Fiscal Vulnerabilities• Dynamics of Public Debt Crises• Challenges, Policy Options & Outlook																			
Module Overview	<p>The module presents in introduction to the measurement and economic analysis of public expenditure, revenue, borrowing requirement and debt, its impact on the domestic economy, as well as the relation between fiscal policies, public debt management, and monetary policy. We discuss major determinants of sovereign debt problems, try to assess probabilities of sovereign default and study fiscal vulnerabilities and the dynamics of sovereign debt crises from a cross-national perspective.</p> <p>In the final part of the module small teams of students give presentations on selected policy-oriented topics which include:</p> <ul style="list-style-type: none">• Causes & Propagation of the Sovereign Debt Crisis of Russia• Causes & Propagation of the Sovereign Debt Crisis of Ecuador• Causes & Propagation of the Sovereign Debt Crisis of Argentina• Causes & Propagation of the Sovereign Debt Crisis of Iceland• Causes & Propagation of the Sovereign Debt Crisis of Ireland• Causes & Propagation of the Sovereign Debt Crisis of Greece• Causes & Propagation of the Sovereign Debt Crisis of Jamaica• Sovereign Debt Problems of the USA• Sovereign Debt Problems of the UK• Sovereign Debt Problems of Italy																			
Forms of teaching, methods and support	The in-class time is divided into approximately 70% lectures with discussions and 30% team presentations by students on selected case studies.																			
Type of Assessment in the Module and Performance Points	<table><tr><th>Type of examination</th><th>Duration or length</th><th>Performance points</th><th>Due date or date of exam</th></tr><tr><td>Team presentations</td><td>45 min.</td><td>50</td><td>During semester</td></tr><tr><td>Class-room discussion</td><td></td><td>10</td><td>During semester</td></tr><tr><td>Written Exam</td><td>60 min.</td><td>60</td><td>End of semester</td></tr></table> <p>Examination requirements: Approved aids: bi-lingual dictionary & mathematical notation to the script.</p>				Type of examination	Duration or length	Performance points	Due date or date of exam	Team presentations	45 min.	50	During semester	Class-room discussion		10	During semester	Written Exam	60 min.	60	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam																	
Team presentations	45 min.	50	During semester																	
Class-room discussion		10	During semester																	
Written Exam	60 min.	60	End of semester																	

Recommended Literature	<ul style="list-style-type: none"> • Schmidt, Paul G. (2013), <i>Public Finance, Government Borrowing, & Sovereign Debt Crises</i> • , script, Frankfurt/Main (Frankfurt School of Finance & Management). <p>A list of recommended introductory literature for presentation topics will be published at the beginning of the current term.</p>
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Behavioural Economics

Module	Behavioral Economics						
Module Code							
Module Coordinator	Ebert, Sebastian						
Last Update	May 10, 2017						
Target Group	Programme(s)		Bachelor				
	Term						
	Compulsory/Elective Module		Elective				
	Module Duration		1 Semester				
	Credits						
	Frequency						
	Language of Instruction		English				
Workload:	150 h	Contact hours:	44 h	Independent Learning:	40	Assignments:	66
Prerequisites	The course is intended as a first course in behavioral economic. Knowledge of classical finance theory and economics, in particular microeconomics, is required (about 1.5 years of Bachelor studies in economics or a related program).						
Usability in other Modules/Programmes	This course presents a psychologically more realistic approach to economics than is offered by much of classical economic theory. Behavioral economics assumes that some individuals are less than fully rational (are not a "homo economics"), and argues that many important economic phenomena are understood much better this way. Students will develop a broader, more informed, and more critical perspective on most other coursework in finance and economics.						
Intended Learning Outcomes	<p><i>Knowledge:</i> On successful completion of this module, students will have a thorough comprehension of the fundamental ideas and approaches of behavioral economics, with a special focus on the sub-field of behavioral finance. They can:</p> <ul style="list-style-type: none"> - Explain the main concepts and assumptions that behavioral economics and finance rests on - Explain major insights that were achieved by employing concepts from behavioral economics <p><i>Skills:</i> On successful completion of this module, students will have the proven ability to apply advanced knowledge that governs actual behavior in economic situations. They can analyze the application of behavioral concepts in different real-world settings that may involve, among others</p> <ul style="list-style-type: none"> - consumer purchasing decisions - risk taking - investment behavior <p><i>Competences:</i> On successful completion of this module, students can take responsibility to transfer concepts from behavioral economics to make better decisions for themselves and for others. The understanding and awareness of pitfalls such as overconfidence, overextrapolation, loss aversion, skewness preference, reference-dependence, narrow framing, myopia, or time-inconsistency makes them more competent in making and</p>						

	assessing investment decisions and many other intertemporal decisions that must be taken under risk and uncertainty.			
Module Structure:	Class sessions will include lectures (including interactive discussions and some exercises) as well as presentations by students. The final grade will be determined based on the outcomes of a presentation (50% of the final grade), a written report (20% of the grade), and a short exam (30% of the grade). The presentation is based on one or more journal articles written on a classic or recent topic in behavioural economics. Depending on the number of students participating in the course, presentations and the report will be done in groups. More detailed information will be given in the syllabus.			
Module Overview	This course gives an overview of the established and yet growing field of behavioural economics and behavioural finance in particular. Behavioral economics posits that many financial and other economic phenomena may be better understood assuming that some individuals are less than fully rational. More generally, behavioural economics aims for psychologically more realistic explanations of economic phenomena. We touch/ cover topics such as: the foundations of behavioral economics in social and cognitive psychology (group, preference, and belief biases), decision making under uncertainty, time preferences and self-control, experimental economics, fairness, and selected topics in behavioral finance.			
Forms of Teaching Methods and Support	Teaching in this module will include traditional lectures and some exercises. Students need to be active and well-prepared, work in teams, and contribute regularly to in-class discussions.			
Type of Assessment in the Module and Performance Points:	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Presentation	60 minutes	60	During a lecture
	Written Report	60 minutes	20	End of semester
	Short Exam		40	End of semester
Recommended Literature	<p>Aronson, E., T. Wilson, and R. Akert (2005): Social Psychology, Prentice Hall.</p> <p>Barberis, N. C. (2013a): "Psychology and the Financial Crisis 2007-2008," in Financial Innovation: Too Much or Too Little?, ed. by M. Haliassos, 15–28.</p> <p>Barberis, N. C. (2013b): "The Psychology of Tail Events: Progress and Challenges," American Economic Review Papers and Proceedings, 103, 611–616.</p> <p>Barberis, N. C. (2013c): "Thirty Years of Prospect Theory in Economics: A Review and Assessment," Journal of Economic Perspectives, 27, 173–196.</p> <p>Barberis, N. C. and R. H. Thaler (2003): "A Survey of Behavioral Finance," in Handbook of the Economics of Finance, ed. by G. Constantinides, M. Harris, and R. Stulz, 1052–1121.</p> <p>Cartwright, E. (2014): Behavioral Economics, Routledge, 2nd edition.</p> <p>Dhami, S. (2016): The Foundations of Behavioral Economic Analysis, Oxford University Press.</p> <p>Kahneman D. (2011): Thinking, Fast and Slow, Farrar, Straus and Giroux.</p> <p>Thaler, R. and C. Sunstein (2008): Nudge, Yale University Press.</p>			

Business Diplomacy

Module		Business Diplomacy					
Module Code		SOC60100					
Module Coordinator		Catón, Matthias					
Last Update		2015/12/04					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	36 h	Assignments:	70 h
Prerequisites		General knowledge based on completed secondary education.					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students</p> <ul style="list-style-type: none"> are aware of political and societal events that affect the operations of a company know how rules and regulations affect business in different countries <p>Skills: On successful completion of this module, students can</p> <ul style="list-style-type: none"> recognise and assess critical situations that require the application of business diplomacy develop a course of action analyse complex political interactions on a global scale <p>Competencies: On successful completion of this module, students can</p> <ul style="list-style-type: none"> work as analysts for a corporation on issues at the nexus of business and politics 					

Module Structure	<div><div><div>1. Introduction</div><div>2. The Multi-Stakeholder Concept</div><div>3. Lobbying and Public Affairs – Definitions of a Concept</div><div>4. Political Risk Management</div><div>5. Traditional versus Public Diplomacy</div><div>6. Global Supply Chains</div><div>7. Geopolitics</div><div>8. International Organizations</div><div>9. Multi-Level Fora and Networks</div></div></div>																
Module Overview	<div><div><div>In a world where the spheres of business, government and society converge, every company has to be a savvy player in the public arena. Most businesses – big and small – act globally today for sourcing and sales.</div><div>Geopolitical events, new regulations in other markets, natural disasters, changing public perceptions, etc. can have a direct impact on a company's bottom line, even if they happen far away.</div></div><div><div>Business leaders need to maintain relationships with key government officials and other stakeholders, thus acting as ambassadors of their companies very much like traditional diplomats do representing their countries. They also need to anticipate changing political and societal circumstances, build and leverage networks and generally take a proactive stake in societal and political matters that influence their business environment.</div><div>In this module we will analyse situations that affect companies and discuss strategies they can employ to minimize risks and maximize opportunities arising from change in the global public environment.</div></div></div>																
Forms of teaching, methods and support	<div><div><div>This module will be interactive and use different methodological tools to provide an exciting and varied learning experience. In addition to presentation by the lecturer and by students we will have lively discussions and work on case studies. This module will also make extensive use of online technology. Guest lecturers will be brought in – sometimes via videoconferencing – to provide perspectives on different topics.</div></div></div>																
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Presentation</td><td>20 min.</td><td>40</td><td>During semester</td></tr><tr><td>Short tests (3)</td><td>3 x 20 min.</td><td>30</td><td>During semester</td></tr><tr><td>Essay</td><td></td><td>50</td><td>End of semester</td></tr></table>	Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation	20 min.	40	During semester	Short tests (3)	3 x 20 min.	30	During semester	Essay		50	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam														
Presentation	20 min.	40	During semester														
Short tests (3)	3 x 20 min.	30	During semester														
Essay		50	End of semester														
Recommended Literature	<div><div><div>A comprehensive list of literature will be provided at the start of the semester.</div></div></div>																

Economic Philosophy: An Interdisciplinary Course

Module		Economic Philosophy: An Interdisciplinary Course					
Module Code		PHI60110					
Module Coordinator		Fink, Julian					
Last Update		2015/12/08					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	46 h	Assignments:	60 h
Prerequisites		Basic knowledge of decision and game theory, some microeconomics, knowledge of basic political and social theory is useful.					
Usability in other Modules/Programmes		Suitable for any advanced Bachelor of Science student who is interested to broaden her or his perspective on 'economic philosophy'. Reading and discussing some classical or recent texts that put fundamental topics of political economy in its classical as well as new variants will facilitate orientation on the intellectual map.					

Intended Learning Outcomes	<p>Knowledge: On completion of this module, the students are familiarized with methods, concepts and theories of philosophy and economics, i. e. they can:</p> <ul style="list-style-type: none"> • Describe normative and factual conceptions of at least one central author in some depth, • discuss the workings of fundamental institutions, • outline the role of the human decision making apparatus in interaction. <p>Skills: On successful completion of this module, students will have the proven ability to apply the methods, concepts and theories mentioned above to real-world situations, i. e. they are able to:</p> <ul style="list-style-type: none"> • interpret complex interdisciplinary texts on economic, philosophical, and political theory, • summarise complex real world problems in a critical way. <p>Competence: On successful completion of this module, students can take responsibility to transfer these methods, concepts and theories to typical financial economics situations in institutions and policy, i.e. they can:</p> <ul style="list-style-type: none"> • develop their own arguments for economic and philosophy problems, • take responsibility for managerial decisions on bases of the skills of this module.
Module Structure	The module is built around central texts typically concerning a topic of actual interest. The emphasis is on detailed discussion along with analytical understanding of problems rather than on textual knowledge. The texts will serve basically as springboards for discussion.
Module Overview	What the module is about can best be understood by mentioning texts that have been used before for the purpose: Acemoglu and Robinson: "Why Nations Fail", Hayek "Constitution of Liberty", Lahno "Vertrauen", Ostrom "Governing the commons"...
Forms of teaching, methods and support	Short kick-off presentations by students: Getting acquainted with content is left to the participants. All are expected to read all texts. Then in class the focus is on problems and their discussion.

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Essay	5.000 to 10.000 characters	50	End of term grading: up to 50 pts
	Mid-term	50 minutes	50	
	presentation	20 minutes	20	mid term grading: up to 50 pts. in sessions grading: 20 pts if passed
Recommended Literature	<p>Will be selected depending on what is of particular interest at the time of announcing the seminar.</p> <p>The background is presented in "Economics and Philosophy I" which can be found on the Home page of the MPE-BSc.</p>			

International Healthcare Business

Module		International Healthcare Business					
Module Code		SOC60120					
Module Coordinator		Gandjour, Afschin; Sibbel, Rainer					
Last Update		2015/01/06					
Target Group		Programme(s)		Bachelor of Science			
		Term		6th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	86 h	Assignments:	20 h
Prerequisites		General knowledge based on completed secondary education.					
Usability in other Modules/Programmes		Bachelor Thesis					
Intended Learning Outcomes		<ul style="list-style-type: none"> • Knowledge: Students will understand the role of healthcare as growing business worldwide and major driver of economic development. Students learn the fundamentals of the structure, functions and the basic types of healthcare systems and understand the role in the different national environments. In addition students learn the fundamentals of the structure, segments and strategies of healthcare business. • Skills: Students will be able to describe and analyse current healthcare systems and business areas, the interests and policies of the different stakeholders and to undertake research and process information on the healthcare industry and its business opportunities. • Competence: After finishing this module students will be able to develop and utilize a systematic process to analyse healthcare systems from an economic and business point of view. 					

Module Overview	<p>The first part of the module focuses on healthcare system management and economics and will provide participants with an overview to the different areas of health economics, current trends and developments and analyse and compare various health systems from around the world. The second part the module addresses the flow of services within the healthcare industry and the potentials and challenges of health care value chains. Students will analyse trends in the international trade of healthcare services.</p> <p>More specifically, topics include:</p> <ul style="list-style-type: none">• Overview to health economics• Basic operation of health systems worldwide• Types and institutions of health systems• Health system regulation• Economic evaluation of pharmaceuticals and medical devices• Healthcare Industry Segments and Globalisation• Healthcare Value Chain• International Healthcare Business Models <p>Lectures will be scheduled throughout the course of the semester. As a complement to lectures, students will hear from experts on healthcare who come from industry and academia and will discuss with them on current healthcare business and industry topics.</p>												
Forms of teaching, methods and support	Lecture, student presentations, guest speakers, discussions with experts and academics on current healthcare business and industry topics.												
Type of Assessment in the Module and Performance Points	<table><tr><th>Type of examination</th><th>Duration or length</th><th>Performance points</th><th>Due date or date of exam</th></tr><tr><td>Written exam</td><td>45 minutes</td><td>60</td><td>During semester</td></tr><tr><td>Team presentations</td><td>30 minutes</td><td>60</td><td>End of semester</td></tr></table> <p>Additional requirements / information: As an alternative to the written exam students can also select an oral exam over 20 minutes (60 performance points).</p> <p>Team Presentations – Students will be grouped and should work out a comprehensive presentation focussing on a specific international healthcare business model respectively industry segment.</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Written exam	45 minutes	60	During semester	Team presentations	30 minutes	60	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam										
Written exam	45 minutes	60	During semester										
Team presentations	30 minutes	60	End of semester										

<p>Recommended Literature</p>	<ul style="list-style-type: none"> • R. E. Santerre, S. P. Neun (2007): Health Economics, 4th ed., Thomson • J. Figueras, R. Robinson, E. Jacobowski (2004): Purchasing to improve health system performance. Ch 2. Buckingham UK: Open University Press • C. Scott (2001): Public and private roles in health care systems. Buckingham UK: Open University Press • R. Robinson, A. Steiner (1998): Managed Health Care. Ch 1. Buckingham UK: Open University Press • M. Drummond, B. O'Brien, G. Stoddart, G. Torrance (1997): Methods for the Economic Evaluation of Health Care Programmes Oxford UK: Oxford university Press • C. Blouin (2005): International Trade in Health Services and the GATS: Current Issues and Debates. World Bank Publications • L. R. Burns (2002): The Health Care Value Chain. John Wiley & Sons
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International Organizations

Module		International Organizations					
Module Code		ECO60190					
Module Coordinator		Catón, Matthias					
Last Update		2015/12/04					
Target Group		Programme(s)		Bachelor of Science			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	46 h	Assignments:	60 h
Prerequisites		none					
Usability in other Modules/Programmes		Bachelor Thesis					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students can</p> <ul style="list-style-type: none"> describe the structure of global governance and its institutions recap the internal processes of international organizations (IO) compare different types of international and intergovernmental organizations <p>Skills: On successful completion of this module, students can</p> <ul style="list-style-type: none"> analyze global problems and their handling by international organizations assess ways in which the IO system needs to be reformed to better cope with current challenges <p>Competencies: On successful completion of this module, students can</p> <ul style="list-style-type: none"> monitor activities pertaining to the realm of IOs from a business perspective seek entry-level job opportunities with international organizations 					
Module Structure		<ul style="list-style-type: none"> Introductory lecture: Overview of international organization and theoretical approaches (8 h) 8 sessions (see below) (32 h) Final discussion (4 h): Do we need a world government? 					

Module Overview	<p>International organizations are an essential determinant of global business and affect all areas of economic activity, reaching from international trade policy or the standardization of technology to the regulation of consumer product safety. At the same time, they have become the crucial channel through which civil society can influence the shaping of global economic institutions.</p> <p>International organizations and civil society act together in the formation of a global public sphere, such as in the area of human rights or environmental policy. Global leaders in international business need to have a thorough understanding of the peculiar dynamics in this field that shapes future political contexts of strategy development.</p> <p>The course combines an introduction into the theoretical tools to analyse international organization with an interactive approach to understanding the political economy of IO. Students play roles as representatives of international organizations, civil society initiatives and business lobby groups; they discuss policy issues across eight policy domains. Based on inputs by the lecturer, the simulations are reflected upon by making use of theories and concepts in economics, political economy and political science.</p> <p>The course approaches the topic of international organizations from the viewpoint of institutional theories in economics and political sciences. These principles are applied on the analysis of real world institutions by means of a discursive learning process. The aim is to enhance the students' capacities in viewing complex problems in international political economy from different perspectives. These different perspectives include a) different disciplinary approaches, b) different positions of pertinent interest groups and c) viewpoints of different international organizations.</p> <p>The first two lectures (8 h) offer an introduction into modern theories of international organization and how these theories are reflected in the history and contemporary reality of international organization. In the eight remaining sessions, students analyse eight domains of international organization and the role of the respective institutions. In order to achieve synergies between the different topics, all cases are selected from the field of international coordination of institutions and policies in international economic transactions.</p> <p>These domains are:</p> <ol style="list-style-type: none"> 1. International Trade: main focus is on the WTO and its role in the resolution of international trade conflicts 2. International Development: analysis of global distributional issues and how public policies approach them 3. Climate Policies: interest is directed at the production of global public goods 4. Global infrastructure: focus is on international coordination in critical infrastructure such as transport and energy services 5. International Standardization: emphasis is on the interaction between private and public bodies in the coordination of technology standards
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	<div>6. Global ethical standards: analysis of the role of international organization in the communication of ethical standards in the economic domain</div> <div>7. Intellectual Property Rights: highlights the coordination of economic institutions in the globalized economy</div> <div>8. International Monetary Policy: interest centres on the international coordination of economic policies.</div>																
Forms of teaching, methods and support	<div>The lecturer presents an introduction to the field based on two lectures. The 8 topics are treated in a discursive setting: One student team represents an international organisation in the respective domain (e.g. WTO in international trade) and offers an overview about the institution and its policy goals and programmes (the protagonist); two other student teams represents critical voices in the global public (the antagonist). The antagonists form two different groups, one pro-business, one anti-business. All students are required to be members of two teams, one protagonist, one antagonist.</div> <div>The protagonist presentation is scheduled for 45 minutes, the antagonist presentation for 20 minutes each. The presentations are followed by a discussion with the audience. Each session concludes with a final lecture on important theoretical aspects of the topic, that also reflects upon the presentations and discussion.</div>																
Type of Assessment in the Module and Performance Points	<table><tr><th>Type of examination</th><th>Duration or length</th><th>Performance points</th><th>Due date or date of exam</th></tr><tr><td>Two team presentations of topic</td><td>1 x 45 min. 1 x 20 min.</td><td>40 30</td><td></td></tr><tr><td>Essay on final debate</td><td>5 pages max.</td><td>30</td><td>Final session</td></tr><tr><td>Individual Participation</td><td>(Including brief written comment in check-out question)</td><td>20</td><td>During the semester</td></tr></table> <div>Examination requirements: The deliveries are:<div>1. One team presentation as protagonist (45 min)</div><div>2. One team presentation as antagonist (20 min)</div><div>3. One individual essay on the final debate (5 pages max.)</div><div>4. Participation (including brief written check-out comment for each session)</div></div>	Type of examination	Duration or length	Performance points	Due date or date of exam	Two team presentations of topic	1 x 45 min. 1 x 20 min.	40 30		Essay on final debate	5 pages max.	30	Final session	Individual Participation	(Including brief written comment in check-out question)	20	During the semester
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Individual Participation	(Including brief written comment in check-out question)	20	During the semester														

Recommended Literature	Textbook: Rittberger, Volker, Bernhard Zangl and Andreas Kruck, International Organization, 2nd edition, Palgrave Macmillan 2012
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Logics and Lessons of Leadership

Modul		Logics and Lessons of Leadership					
Modulcode		SOC60207					
Modulkoordinator		Rerup, Claus					
Letzte Aktualisierung		18.07.2017					
Zielgruppe		Studiengang		Bachelor of Science			
		Studienabschnitt		7. Semester			
		Pflicht-/Wahlpflichtmodul		Pflicht			
		Moduldauer		-			
		Credits:		-			
		Häufigkeit des Angebots		Jährlich			
		Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	40 h	Aufgaben:	66 h
Voraussetzungen für die Teilnahme		-					
Verwendbarkeit für andere Module und Programme		<p>The course is structured around three logics and across two modules. We explore the relevance and irrelevance of leaders through three distinct leadership logics: 1) The logic of consequence, 2) the logic of appropriateness, and 3) the logic of absurdity. Module 1 (grounding) unfolds across five sessions that expose students to the three logics by drawing on academic readings, movies, classic literature (e.g., War and Peace), and business cases (Rebellion, GE, Amazon). Module 2 (application) unfolds across six sessions where students apply the three logics to various problems and issues: 1) group project exam presentation, 2) leading yourself, 3) leading teams, 4) leading organizations, 5) leading society, and 6) the future of leadership and organizations. The following case organizations will be studied in Module 2: The Oscars, Uber, Me to We, and Zappos.</p>					

<p>Qualifikationsziele / Lernergebnisse</p>	<p>Knowledge: On successful completion of this course, students will have a thorough comprehension of principal concepts and theories in leadership, i.e. they can</p> <ul style="list-style-type: none"> • explain the main concepts in leadership • illustrate key constructs by means of case studies and real time stories in the news • outline the relevance and irrelevance of leader • apply course material to their own context, and draw implications for how to act <p>Skills: On successful completion of this course, students will have the proven ability to apply advanced knowledge in leadership to solve complex managerial problems, i.e. they can</p> <ul style="list-style-type: none"> • apply theories and concepts to analyses real-worlds problems • evaluate leadership problems from different perspectives (logics) • draw insights relevant to their own leadership style from classic literature, movies, and academic readings and cases <p>Competencies: On successful completion of this course, students can</p> <ul style="list-style-type: none"> • structure the analysis of leadership problems across the individual, team and organizational levels of analysis • develop leadership and organizational behaviour recommendations • argue for the pros and cons of specific recommendations
<p>Modulstruktur</p>	<p>Lectures will be scheduled over the course of the semester. A high degree of active student involvement is expected. The conceptual and theoretical discussion will be supplemented by case studies, video cases, classroom experiments, and team work in class.</p>
<p>Kurzbeschreibung des Moduls / Lerninhalte</p>	<p>Although considerable research suggests the opposite, leaders are often assumed to be important to the performance of organizations. We explore the relevance and irrelevance of leaders through three distinct logics: 1) the logic of consequence, 2) the logic of appropriateness, and 3) the logic of absurdity. The logics provide a framework for exploring a range of issues relevant to any human being and leader, including greed, integrity, passion, self conceptions, identities, and proper behavior rather than self interest, expectations, incentives, and desires. To explore these issues, we seek inspiration in classic literature, academic readings, movies and case studies to appreciate leadership in ways that go beyond financial performance. Literature reminds us of the importance of humanity. The course material is selected to provoke, amuse, challenge, expand, and irritate the way you think about leaders and leadership. As we develop a more complex understanding of what it means to lead, we explore the heroic and not so heroic actions of leaders in a range of contexts, including health care, military, start up ventures, and more. During the first session, students will be divided into teams, and asked to analyze a movie from a leadership perspective. Each team will analyze the same movie, and in session 6 all teams will present their insights.</p>

Lernformen, Methodik und Betreuung	Lectures, classroom discussion, classroom experiments, case Presentations, team work			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Final written exam	60 min	60	End of semester
	Team project exam		40	During semester
	Class participation		20	During semester
Literaturhinweise	The materials for this course consist of a single textbook and a collection of readings and cases. Please purchase the following text book: <u>March, J.G., and Weil, T. 2005. On Leadership. Wiley and Blackwell Publishing.</u> Download the readings and cases from the CLM, including the assigned newspaper articles.			

Mastering Public Speaking

Module		Mastering Public Speaking					
Module Code		SOC60121					
Module Coordinator		Catón, Matthias					
Last Update		2016/09/06					
Target Group		Programme(s)		B.Sc.			
		Term		7th Semester			
		Compulsory/Elective Module		Compulsory Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	60 h	Assignments:	46 h
Prerequisites		General knowledge based on completed secondary education					
Usability in other Modules/Programmes		Bachelor-Thesis					
Intended Learning Outcomes		<p>Knowledge: On successful completion of this module, students</p> <ul style="list-style-type: none"> • know the basic structures of speeches and storytelling • are aware of the importance of voice and gestures for the success of a speech <p>Skills: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • prepare a speech • handle nervousness during public speaking situations • evaluate a speech given by others <p>Competencies: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • communicate ideas with confidence in front of medium-sized audiences 					
Module Structure		<p>Speaking in public is an essential skill for anyone who aspires a leadership role. In this module, students will learn the theoretical foundations that underlie oral communication and rhetoric. Primarily, though, this is a hands-on module where students are expected to play an active role. They will be coached throughout using video recording and continuous feedback.</p>					

Module Overview	Topics covered will include: <ul style="list-style-type: none">Breathing and voiceA winning structure for your presentationTell a story to make it stick – learn and apply different timeless types of storytellingImprovised speaking (speaking "off the cuff")Body Language – own the roomVisualization																							
Forms of teaching, methods and support	After a series of regular sessions at Frankfurt School's campus, we will meet for an intensive workshop weekend (Friday afternoon to Sunday afternoon, 2--4 December) at Kloster Hoechst, a conference facility South-East of Frankfurt in the Odenwald region. There will be a cost contribution of 120 € per person for food and accommodation during the workshop.																							
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance Point</td><td>Due date or date of exam</td></tr><tr><td>Prepared speeches (3)</td><td>7 minutes each</td><td>60</td><td>During workshop</td></tr><tr><td>Written concept</td><td>1.500 words</td><td>20</td><td>During workshop</td></tr><tr><td>Improvised speeches (3)</td><td>3 minutes each</td><td>20</td><td>During workshop</td></tr><tr><td>Peer evaluation</td><td></td><td>20</td><td>31 December</td></tr></table> <p>To complete this module successfully, students have to prepare and deliver three speeches of 7 minutes each. Two speeches will be recorded on video by the student and uploaded to a special platform. The third speech will be delivered during the workshop week. For this speech, students will have to submit a concept paper describing their approach and the background.</p> <p>Students will also give three improvised speeches during the workshop, and they will evaluate the performance of their fellow students.</p>				Type of examination	Duration or length	Performance Point	Due date or date of exam	Prepared speeches (3)	7 minutes each	60	During workshop	Written concept	1.500 words	20	During workshop	Improvised speeches (3)	3 minutes each	20	During workshop	Peer evaluation		20	31 December
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Peer evaluation		20	31 December																					
Recommended Literature	Will be announced in class.																							

Practical Ethics

Module		Practical Ethics					
Module Code		PHI60120					
Module Coordinator		Tiefensee, Christine; Lahno, Bernd					
Last Update		2015/07/17					
Target Group		Programme(s)		B.Sc.			
		Term		7th semester			
		Compulsory/Elective Module		Elective Module			
		Module Duration		1 Semester			
		Credits:		6			
		Frequency		Annually			
		Language of instruction		English			
Workload:	150 h	Contact hours:	44 h	Independent Learning:	46 h	Assignments:	60 h
Prerequisites		Basic knowledge of decision and game theory, some microeconomics, knowledge of basic political and social theory is useful.					
Usability in other Modules/Programmes		Practically all citizens who have reached a minimum standard of education have come across buzz words like "sustainability", "responsibility", "human dignity", "(un)ethical behaviour" so it may be of interest to see what a somewhat better informed approach to ethical matters may be. But there is no direct usability involved.					
Intended Learning Outcomes		<ul style="list-style-type: none"> • Knowledge: Those who finish the course are acquainted with some ethical theories and the way, how a reflective (wide) equilibrium on ethical problems can be reached. They understand the limits of ethical knowledge but also why it does not matter much that substantive normative knowledge is so limited. • Skills: Students can identify a practical ethical problem and can present it clearly against their knowledge of exemplary ethical theories. • Competencies: Those who completed the course know how to find their own way in view of their own basic values and can present their own reflective equilibrium consistently. 					
Module Structure		The module is built around central texts typically concerning a topic of actual interest. The emphasis is on detailed discussion along with analytical understanding of problems rather than on textual knowledge. The texts will serve basically as springboards for discussion.					

Module Overview	<p>Module structure: The module is built around central texts typically concerning a topic of actual interest. The emphasis is on detailed discussion along with analytical understanding of problems rather than on textual knowledge. The texts will serve basically as springboards for discussion.</p> <p>Module overview: Topics may be generally related to “ethics and economics under a scarcity constraint”; organ allocation would be a typical topic, or triage. More generally speaking health ethics and economics, inter-generational, inter-national etc. justice, equality in education, business ethics and responsibility, what are the normative limits of markets etc.</p>											
Forms of teaching, methods and support	Focus is primarily on discussion of problems not on presentation of texts and their content. Participants will contribute their own case studies and or text-studies of problems and the pros and cons of solutions.											
Type of Assessment in the Module and Performance Points	<table><tr><td>Type of examination</td><td>Duration or length</td><td>Performance points</td><td>Due date or date of exam</td></tr><tr><td>Essay or commented presentation on problem</td><td>15.000 to 20.000 char.</td><td>120</td><td>Presentation during term, written up version before term end</td></tr></table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Essay or commented presentation on problem	15.000 to 20.000 char.	120	Presentation during term, written up version before term end
Type of examination	Duration or length	Performance points	Due date or date of exam									
Essay or commented presentation on problem	15.000 to 20.000 char.	120	Presentation during term, written up version before term end									
Recommended Literature	Topic and texts will be chosen according to problems that are prevalent at the time.											

Unternehmensrecht

Modul		Unternehmensrecht					
Modulcode		LAW60110-					
Modulkoordinator		Redenius-Hövermann, Julia					
Letzte Aktualisierung		17.12.2015					
Zielgruppe		Studiengang			B.Sc.		
		Studienabschnitt			6th semester		
		Pflicht-/Wahlpflichtmodul			Wahl		
		Moduldauer			1 Semester		
		Credits:			6		
		Häufigkeit des Angebots			Jährlich		
		Sprache			Deutsch		
Workload:	150 h	Präsenz:	44 h	Selbststudium:	48 h	Aufgaben:	58 h
Voraussetzungen für die Teilnahme		Principles of Private Law (LAW40010)Wirtschaftsprivatrecht (LAW40020)					
Verwendbarkeit für andere Module und Programme		BA-Thesis; M&A/Banken/Beratung					

Qualifikationsziele / Lernergebnisse	<p>Kenntnisse: Nach erfolgreichem Abschluss des Moduls, kennen die Studierenden die Grundlagen des Unternehmensrechts. Sie sind in der Lage:</p> <ul style="list-style-type: none"> • Unternehmensformen (in ihrer Organisation und Finanzierung) zu unterscheiden und zu entscheiden, welche Unternehmensform sich am besten für einen Sachverhalt eignet. Auch können sie die verschiedenen Haftungsformen der Gesellschafter und Geschäftsleiter erläutern • Umwandlungsarten darzustellen und zu entscheiden, welche Art am besten für einen Sachverhalt geeignet ist. • regulatorische Fragen des Bank- und Bankaufsichtsrecht zu diskutieren • insolvenzrechtliche Fragen zu verstehen, und insb. die verschiedenen Insolvenzarten und Insolvenzverfahren zu unterscheiden • die europarechtlichen Fragestellung zum Vergabe- und Beihilferecht zu durchdringen <p>Fertigkeiten: Nach erfolgreichem Abschluss des Moduls, können die Studierenden die Grundlagen des Unternehmensrechts anwenden, sie sind in der Lage:</p> <ul style="list-style-type: none"> • kleinere Mandantenmemos zu verfassen mit rechtlichen Sachverhalten • unternehmensrechtliche Gesetzestexte auszulegen <p>Kompetenzen: Nach erfolgreichem Abschluss des Moduls, sind die Studenten in der Lage:</p> <ul style="list-style-type: none"> • unternehmensrechtliche Sachverhalte zu analysieren und zu verstehen. • unternehmensrechtliche Sachverhalte mit Rechtsanwälten und Unternehmensjuristen zu diskutieren.
Modulstruktur	Das Modul „ Unternehmensrecht “ stellt eine Vertiefung der Vorlesung „Wirtschaftsprivatrecht“ dar.
Kurzbeschreibung des Moduls / Lerninhalte	<p>Im SoSe 2016 werden insbesondere während der Vorlesung die folgenden Rechtsgebiete, auch anhand von Übungsfällen, behandelt:</p> <ol style="list-style-type: none"> 1. Grundlagen des Gesellschaftsrechts/Corporate Governance 2. Unternehmensfinanzierung (Stammkapital, Kapitalaufbringung, -herabsetzung, -erhöhung) 3. Bankaufsichtsrecht/Bankrecht 4. Umwandlungsrecht 5. Insolvenzrecht 6. Vergabe- und Beihilferecht <p>Im Rahmen einer Case Study werden in kleinen Gruppen einzelne Fragen aus dem Unternehmensrecht behandelt. Als weitere Prüfungsleistung muss ein kurzes Memo zu einer unternehmensrechtlichen Frage erstellt werden.</p>

Lernformen, Methodik und Betreuung	Die Vorlesung besteht aus einer Einführung in die verschiedenen Themengebiete, kleinere Übungsfälle werden besprochen, Einblicke aus der Praxis werden gewährt und eine Case Study soll eine Schnittstelle bilden zwischen der praktischen und theoretischen Sicht.			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Case Study		48	
	Memo		60	
	Beteiligung und Präsenz		12	
Literaturhinweise	Kindl, Gesellschaftsrecht, 2011 <ul style="list-style-type: none"> • Kraft/Redenius, Umwandlungsrecht, Lehrbuch, 2015 • Langenbucher, Aktien- und Kapitalmarktrecht, 3. Aufl., 2015 • Raiser/Veil, Recht der Kapitalgesellschaften, 5. Aufl., 2010 • Tonner/Krüger, Bankrecht, 2014 			