Modulhandbuch
für die
Masterstudiengänge

Wintersemester 2021/2022

Program Handbook
for the
Master Programs

Winter semester 2021/2022

an der / at the
Otto-von-Guericke-Universität Magdeburg
Fakultät für Wirtschaftswissenschaft (FWW) / Faculty of Economics (FEM)

22.10.2021

Aufgrund der anhaltend dynamischen Situation mit dem Coronavirus SARS-CoV-2, des damit einhergehenden eingeschränkten Regelbetriebes an der gesamten Otto-von-Guericke Universität, den rechtlichen Vorgaben und Empfehlungen zur Verhinderung einer Weiterverbreitung von Infektionen auf Landes- und Bundesebene sowie der dritten Satzung zur Änderung der Allgemeinen Bestimmunen für Studiengänge der Otto-von-Guericke-Universität Magdeburg vom 17.06.2020 in der Fassung vom 17.03.2021 und ggfs. folgende kann auf Beschluss des Prüfungsausschusses zur Sicherstellung des Prüfungsverfahrens die Art, Form sowie der Umfang von vorgesehenen Modulprüfungen/studienbegleitenden Prüfungsleistungen mit einer Ladungsfrist von zwei Wochen geändert werden.

Due to the ongoing dynamic situation with the coronavirus SARS-CoV-2, the associated restricted regular operation at the entire Otto-von-Guericke University, the legal requirements and recommendations to prevent a further spread of infections at the state and federal level, as well as the third statue to amend the general provisions for degree programs of the Otto-von-Guericke University Magdeburg from 17.06.2020 in the version of 17.03.2021 and, if applicable, the following, the type, form and scope of planned module examinations/study- accompanying examinations can be changed with a notice period of two weeks by resolution of the examination board to ensure the examination procedure.
Prüfungsleistungen mit einer Ladungsfrist von zwei Wochen geändert werden

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Master-Thesis mit Kolloquium
Master-Thesis with Research Seminar
Methoden der Mathematischen Optimierung
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Predictive Analytics and Forecasting
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Scientific Project: Applied Experimental Economics
Scientific Project: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Scientific Project: Applications of Artificial Intelligence
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Seminar: Exponential Innovation – How to develop innovative products in corporates
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Operations Management
Seminar: Recent Issues in Marketing Research
Seminar: Unternehmensentwicklung
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Steuerplanung, Rechtsform und Finanzierung
Stochastic Processes
Strategisches Management
Sustainability and Finance

Verhaltensökonomik
Wissenschaftliches Projekt: Fallstudienbasierte Datenanalyse im Accounting
Wissenschaftliches Projekt zur Verhaltensökonomie

Wissenschaftliches Projekt: Wirtschaftsprüfung zur Sicherstellung von Rechnungslegungsqualität und Verhinderung von Fraud - Ausgewählte Aspekte im europäischen Vergleich

Masterstudiengang „Betriebswirtschaftslehre/Business Economics“ (BWL/BE)

<table>
<tr><td>1. Semester</td><td colspan="4">BWL-Vertiefungen (Wahlpflichtmodule) aus mindestens zwei Profilierungsschwerpunkten (PSP)

30 CP (empfohlen sind 6 Module à 5 CP)</td></tr>
<tr><td>2. Semester</td><td>Seminar im Vertiefungsbereich

10 CP</td><td colspan="3">BWL-Vertiefungen (Wahlpflichtmodule)
aus mindestens zwei Profilierungsschwerpunkten (PSP)

20 CP (empfohlen sind 4 Module à 5 CP)</td></tr>
<tr><td>3. Semester</td><td colspan="2">Wissenschaftliches Projekt im Vertiefungsbereich

15 CP</td><td>BWL-Vertiefung (Wahlpflichtmodul) oder Wahlmodul

mind. 5 CP</td><td>BWL-Vertiefung (Wahlpflichtmodul) oder Wahlmodul

mind. 5 CP</td><td>BWL-Vertiefung (Wahlpflichtmodul) oder Wahlmodul

mind. 5 CP</td></tr>
<tr><td>4. Semester</td><td colspan="4">Abschlussseminar
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30 CP, 2 SWS</td></tr>
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Zur Wahl der Modulformen im Vertiefungsstudium siehe auch gültige Studien- und Prüfungsordnung §8.

Profilierungsschwerpunkte (PSP):

PSP: Accounting & Taxation

Accounting Theory
Besteuerung von Umwandlungen
Corporate Governance, Compliance und Konzernrecht
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Insolvenzrecht
International Taxation
Organisationsgestaltung
Steuerplanung, Rechtsform und Finanzierung
Strategisches Management
Wissenschaftliches Projekt: Fallstudienbasierte Datenanalyse im Accounting
Wissenschaftliches Projekt zur Verhaltensökonomie
Wissenschaftliches Projekt: Wirtschaftsprüfung zur Sicherstellung von Rechnungslegungsqualität und Verhinderung von Fraud - Ausgewählte Aspekte im europäischen Vergleich

PSP: Finance

Advanced International Corporate Strategy
Besteuerung von Umwandlungen
Corporate Governance, Compliance und Konzernrecht
Downside Risk
Financial Stability and Banking Regulation
Foundations for Finance
Insolvenzrecht
Investition und Finanzierung III: Engineering Economics
Monetary Economics
Scientific Project: Applications of Artificial Intelligence
Scientific Project in FinTech and Blockchain Innovations
Scientific Project: Lessons from the cryptocurrency market
Seminar: Computational Finance and Financial Management

Seminar: Economics of Incentives
Steuerplanung, Rechtsform und Finanzierung
Sustainability and Finance
Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Logistics & Operations Management

AI-based Decision Support I
Combinatorial Optimization in Production & Logistics
Computational Transportation
Humanitarian Logistics
Methoden der Mathematischen Optimierung
Organisationsgestaltung
Predictive Analytics and Forecasting
Scientific Project: Applications of Artificial Intelligence
Scientific Project: Management Science
Seminar: Operations Management
Strategisches Management

PSP: Marketing & E-Business

Advanced International Corporate Strategy
Consumer Research
Econometrics
Introduction to Experiment Design with zTree
Pricing in Global and Local Competition
Scientific Project: Applied Experimental Economics
Scientific Project in E-Business
Scientific Project**:** International Marketing
Scientific Project: Practical Implications of Marketing Theory
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Recent Issues in Marketing Research
Seminar: Unternehmensentwicklung
Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Management & Entrepreneurship

Advanced International Corporate Strategy
Business Decision Making
Corporate Governance, Compliance und Konzernrecht
Insolvenzrecht
International Corporate Strategy
Organisationsgestaltung
Seminar: „Aktuelle Herausforderungen im Sportmanagement“
Seminar: Economics of Incentives
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Unternehmensentwicklung
Strategisches Management
Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Economics

Advanced International Corporate Strategy
Econometrics
Economics of Growth
Financial Stability and Banking Regulation
Foundations for Finance
Industrieökonomik II
International Trade
Introduction to Experiment Design with zTree
Macroeconomic Analysis

Microeconomic Analysis
Monetary Economics
Natural Resource Economics
Scientific Project: Applied Experimental Economics
Scientific Project: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Current Topics in Labor and Social Economics
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Stochastic Processes
Verhaltensökonomik

Wahlmodule

Advanced International Corporate Strategy
AI-based Decision Support I
Business Decision Making
Combinatorial Optimization in Production & Logistics
Computational Transportation
Downside Risk
Economics of Growth
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Industrieökonomik II
International Corporate Strategy
Introduction to Experiment Design with zTree
Investition und Finanzierung III: Engineering Economics
Organisationsgestaltung
Pricing in Global and Local Competition
Seminar: „Aktuelle Herausforderungen im Sportmanagement“
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Unternehmensentwicklung
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Strategisches Management
Sustainability and Finance

Abschlussseminar

Master-Thesis mit Kolloquium

Masterstudiengang "Volkswirtschaftliche Politikanalyse / Economic Policy Analysis" (VWPA)

Bis WS 19/20

1. Semester	Mathematical Economics 5 CP, 4 SWS	Econometrics 5 CP, 3 SWS	Microeconomic Analysis 5 CP, 4 SWS	Macroeconomic Analysis 5 CP, 4 SWS	International Trade 5 CP, 3 SWS	Verhaltensökonomik 5 CP, 3 SWS
2. Semester	Seminar im Vertiefungsbereich 10 CP		Evidence-Based Policy Analysis 5 CP, 4 SWS	Methoden der experimentellen Wirtschaftsforschung 5 CP, 3 SWS	Wahlpflichtmodule im Vertiefungsbereich 10 CP (empfohlen sind 2 Module à 5 CP)	
3. Semester	Seminar im Vertiefungsbereich 10 CP		Wahlpflichtmodule im Vertiefungsbereich 10 CP (empfohlen sind 2 Module à 5 CP)		Wahlpflichtmodule im Vertiefungs- oder Ergänzungsbereich 10 CP (empfohlen sind 2 Module à 5 CP)	
4. Semester	Abschlussseminar mit Masterarbeit 30 CP, 2 SWS					

Zur Wahl der Modulformen im Vertiefungsstudium siehe auch gültige Studien- und Prüfungsordnung §8.

Pflichtmodule [Wiederholungsprüfungen im WS 2021/2022]:

Econometrics
International Trade
Macroeconomic Analysis
Microeconomic Analysis
Verhaltensökonomik

Vertiefungsbereich:

Industrieökonomik II
Introduction to Experiment Design with zTree
Financial Stability and Banking Regulation
Monetary Economics
Natural Resource Economics
Pricing in Global and Local Competition
Seminar: Current Topics in Labor and Social Economics
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen

Ergänzungsbereich:

Advanced International Corporate Strategy
Besteuerung von Umwandlungen
Combinatorial Optimization in Production & Logistics
Computational Transportation
Corporate Governance, Compliance und Konzernrecht
Downside Risk
Economics of Growth
Foundations for Finance
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Insolvenzrecht
International Taxation

Introduction to Experiment Design with zTree
Investition und Finanzierung III: Engineering Economics
Pricing in Global and Local Competition
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Steuerplanung, Rechtsform und Finanzierung
Sustainability and Finance

Abschlussseminar

Master-Thesis mit Kolloquium

Masterstudiengang „Economic Policy Analysis" (EPA)

Ab WS 20/21

1st Semester	Econometrics 5 CP, 4 SWS	Microeconomic Analysis 5 CP, 4 SWS	Macroeconomic Analysis 5 CP, 4 SWS	Compulsory Elective Module (in Specialization) 5 CP	Compulsory Elective Module (in Specialization) 5 CP	Supplement Module 5 CP
2nd Semester	Compulsory Elective Module (in Specialization) 5 CP	Compulsory Elective Module (in Specialization) 5 CP	Compulsory Elective Module (in Specialization) 5 CP	Supplement Module 5 CP	Compulsory Elective Module Seminar 10 CP	
3rd Semester	Compulsory Elective Module (in Specialization) 5 CP	Compulsory Elective Module (in Specialization) 5 CP	Supplement Module 5 CP	Supplement Module 5 CP	Compulsory Elective Module Seminar 10 CP	
4th Semester	Abschlussseminar mit Masterarbeit 30 CP, 2 SWS					

For the selection of modules in the specialization also consult the Study- and Exam regulations §8.

Pflichtmodule/Compulsory Modules:

Econometrics
Macroeconomic Analysis
Microeconomic Analysis

Vertiefungsbereich/Compulsory Elective Modules in Specialization:

Financial Stability and Banking Regulation
Industrieökonomik II
International Trade
Introduction to Experiment Design with zTree
Monetary Economics
Natural Resource Economics
Pricing in Global and Local Competition
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Current Topics in Labor and Social Economics
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Verhaltensökonomik

Ergänzungsbereich/ Supplement Module

Advanced International Corporate Strategy
Besteuerung von Umwandlungen
Combinatorial Optimization in Production & Logistics
Computational Transportation
Corporate Governance, Compliance und Konzernrecht
Downside Risk
Economics of Growth
Foundations for Finance
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Insolvenzrecht
International Taxation
Introduction to Experiment Design with zTree

Investition und Finanzierung III: Engineering Economics
Methoden der Mathematischen Optimierung
Pricing in Global and Local Competition
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Steuerplanung, Rechtsform und Finanzierung
Sustainability and Finance

Master- Thesis

Master-Thesis with Research Seminar

Master Program "Financial Economics" (FINEC)

Enrollment since winter semester 2019/20:

1st Semester (Winter semester)	Academic Methods 5 CP, 4 SWS	Stochastic Processes 5 CP, 4 SWS	Econometrics 5 CP, 3 SWS	Microeconomic Analysis 5 CP, 4 SWS	Macroeconomic Analysis 5 CP, 4 SWS	Foundations for Finance 5 CP, 4 SWS
2nd Semester (Summer semester)	Seminar in Advanced Studies 10 CP		Company Valuation 5 CP, 3 SWS	Behavioral Finance 5 CP, 4 SWS	Financial Engineering 5 CP, 4 SWS	Financial Institutions 5 CP, 4 SWS
3rd Semester (Winter semester)	Scientific Project in Advanced Studies 15 CP			Compulsory Elective Modules in Advanced Studies 15 CP (recommended are 3 Modules at 5 CP)		
4th Semester (Summer semester)	Master-Thesis with Research Seminar 30 CP, 2 SWS					

For the selection of modules in the specialization also consult the Study- and Exam regulations §8.

Pflichtmodule/Compulsory Modules:

1st Semester:

Academic Methods
Econometrics
Foundations for Finance
Macroeconomic Analysis
Microeconomic Analysis
Stochastic Processes

2nd Semester:

Company Valuation
Financial Engineering
Financial Institutions

Vertiefungsbereich/Compulsory Elective Modules in Specialization:

AI-based Decision Support I
Advanced International Corporate Strategy
Downside Risk
Financial Stability and Banking Regulation
International Taxation
Monetary Economics
Scientific Project: Applications of Artificial Intelligence
Scientific Project: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Scientific Project in FinTech and Blockchain Innovations
Scientific Project: Lessons from the cryptocurrency market
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Computational Finance and Financial Management
Seminar: Current Topics in Labor and Social Economics
Seminar: Economics of Incentives

Sustainability and Finance

Master- Thesis

Master-Thesis with Research Seminar

Master Program "International Management, Marketing, Entrepreneurship" (IMME)

1st Semester (Winter semester)	International Corporate Strategy 5 CP, 3 SWS	Business Decision Making 5 CP, 3 SWS	Compulsory Elective Modules in Specialization 20 CP (recommended are 4 Modules at 5 CP)	
2nd Semester (Summer semester)	Marketing Methods & Analysis 5 CP, 4 SWS	Compulsory Elective Modules in Specialization 15 CP (recommended are 3 Modules at 5 CP)	Seminar in Specialization 10 CP	
3rd Semester (Winter semester)	Compulsory Elective Modules in Specialization or Elective Modules 15 CP (recommended are 3 Modules at 5 CP)	Scientific Project in Specialization 15 CP		
4th Semester (Summer semester)	Master-Thesis with Research Seminar 30 CP, 2 SWS			

For the selection of modules in the specialization also consult the Study- and Exam regulations §8.

Pflichtmodule/Compulsory Modules:

Business Decision Making
International Corporate Strategy
Marketing Methods and Analysis

Vertiefungsbereich/Compulsory Elective Modules in Specialization: Entrepreneurship

Accounting Theory
Advanced International Corporate Strategy
Corporate Governance, Compliance und Konzernrecht
Insolvenzrecht
Scientific Project: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Client-Centered Innovation
Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods
Seminar: Exponential Innovation – How to develop innovative products in corporates
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Unternehmensentwicklung

Vertiefungsbereich/Compulsory Elective Modules in Specialization: International Management

Accounting Theory
Advanced International Corporate Strategy
Corporate Governance, Compliance und Konzernrecht
Econometrics
Insolvenzrecht
International Taxation
International Trade
Organisationsgestaltung
Scientific Project: Innovation, Internationalization and Cross-Cultural Management
Scientific Project: International Marketing

Seminar: Client-Centered Innovation
Seminar: Economics of Incentives
Seminar: Exponential Innovation – How to develop innovative products in corporates
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Unternehmensentwicklung
Strategisches Management

Vertiefungsbereich/Compulsory Elective Modules in Specialization: Marketing

Advanced International Corporate Strategy
Consumer Research
Econometrics
Introduction to Experiment Design with zTree
Pricing in Global and Local Competition
Scientific Project: Applied Experimental Economics
Scientific Project in E-Business
Scientific Project**:** International Marketing
Scientific Project: Practical Implications of Marketing Theory
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Recent Issues in Marketing Research
Seminar: Unternehmensentwicklung

Wahlmodule/Elective Modules:

Advanced International Corporate Strategy
AI-based Decision Support I
Besteuerung von Umwandlungen
Combinatorial Optimization in Production & Logistics
Computational Transportation
Econometrics
Economics of Growth
Foundations for Finance
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Industrieökonomik II
International Trade
Introduction to Experiment Design with zTree
Macroeconomic Analysis
Methoden der Mathematischen Optimierung
Microeconomic Analysis
Monetary Economics
Natural Resource Economics
Pricing in Global and Local Competition
Seminar: Current Topics in Labor and Social Economics
Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung
Seminar: Unternehmensentwicklung
Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen
Steuerplanung, Rechtsform und Finanzierung
Stochastic Models in Production and Logistics
Stochastic Processes
Verhaltensökonomik

Master-Thesis

Master-Thesis with Research Seminar

Master Program "Operations Research and Business Analytics" (ORBA)

Enrollment since winter semester 2019/20:

1st Semester (Winter semester)	Methods of Computer Science 5 CP	Quantitative Methods 5 CP	Quantitative Methods 5 CP	Elective Modules 10 CP (recommended are 2 Modules at 5 CP)	Compulsory Elective Module in Specialization 5 CP
2nd Semester (Summer semester)	Methods of Computer Science 5 CP	Methods of Computer Science 5 CP	Quantitative Methods 5 CP	Compulsory Elective Module in Specialization 5 CP	Seminar in Specialization 10 CP
3rd Semester (Winter semester)	Elective Modules 15 CP (recommended are 3 Modules at 5 CP)			Scientific Project in Specialization 15 CP	
4th Semester (Summer semester)	Master-Thesis with Research Seminar 30 CP, 2 SWS				

For the selection of modules in the specialization also consult the Study- and Examregulations §8.

Pflichtmodule/Compulsory Modules - Enrollment since winter semester 2019/20:

Quantitative Methods
AI-based Decision Support I
Combinatorial Optimization in Production & Logistics
Econometrics
Methoden der Mathematischen Optimierung
Stochastic Processes

Methods of Computer Science

Datenbanken
Introduction to Computer Science for Engineers
Machine Learning

Vertiefungsbereich/Compulsory Elective Modules in Specialization: Financial Engineering/ Financial Management

Downside Risk
Econometrics
Foundations for Finance
International Taxation
Investition und Finanzierung III: Engineering Economics
Scientific Project: Applications of Artificial Intelligence
Scientific Project in FinTech and Blockchain Innovations
Scientific Project: Lessons from the cryptocurrency market
Seminar: Computational Finance and Financial Management
Sustainability and Finance

Vertiefungsbereich/Compulsory Elective Modules in Specialization: Supply Chain Management

Combinatorial Optimization in Production & Logistics
Computational Transportation
Humanitarian Logistics
Predictive Analytics and Forecasting

Scientific Project: Applications of Artificial Intelligence
Scientific Project: Management Science
Seminar: Operations Management

Wahlmodul/Elective Modules

Accounting Theory
Advanced International Corporate Strategy
AI-based Decision Support I
Business Decision Making
Combinatorial Optimization in Production & Logistics
Computational Transportation
Downside Risk
Economics of Growth
Foundations for Finance
International Corporate Strategy
International Taxation
International Trade
Investition und Finanzierung III: Engineering Economics
Macroeconomic Analysis
Microeconomic Analysis
Monetary Economics
Predictive Analytics and Forecasting
Pricing in Global and Local Competition
Sustainability and Finance

Master-Thesis

Master-Thesis with Research Seminar

Module:
Academic Methods
Applicability of the module:
- FINEC- compulsory 1st semester
Semester:
- FINEC: Compulsory 1st semester
Module objectives and intended study results:
The students - possess fundamental knowledge in academic research, empirical analysis and model development, - are acquainted with basic calculus and programming, - obtain skills in designing and conducting research projects - gain understanding of the structure and presentation style of academic research papers
Contents:
- Basic calculus (differential and integral calculus) - Applications in empirical studies - Methods for academic research, especially literature research, data gathering and descriptive data analysis - Design and presentation or research papers (“academic writing”)
References:
- Turabian, K.L. (2013): A Manual for Writers of Research Papers, Thesis, and Dissertations, 8. Auflage, Chicago: University of Chicago Press.
Forms of instruction and credit hours:
2 credit hours lectures, 2 credit hours exercises
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
- none
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Winter term
Assessments/Exams:
Home assignments
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Chair of Banking and Finance & Chair of E-Business

Module:
Accounting Theory
Applicability of the module:
- BWL-Vert.: Accounting & Taxation (WPF) - IMME-Vert.: International Management (WPF) - IMME-Vert.: Entrepreneurship (WPF) - ORBA-Wahlmodul
Semester:
- BWL: 1st- 3rd semester - IMME: 1st- 3rd semester - ORBA: 1st- 3rd semester
Module objectives and intended study results:
The students - acquire knowledge about accounting from a theoretic perspective, - develop and use an appropriate level of abstraction, - get an understanding of how to model accounting problems, - learn to discover first order effects, - have the ability to identify the essential details of accounting. Furthermore, in the small group exercises, the students - should be able to apply knowledge gained in the lecture, - are encouraged to work independently and self-reliantly.
Contents:
- Accounting versus economics - Accounting as an information system - Accounting tools, procedures, and limits - Decision facilitating versus influencing role of accounting - Accounting numbers and performance measurement
References:
- Demski, J. S. (2008): Managerial Uses of Accounting Information. 2nd Edition, Springer Verlag: New York. - Christensen, J. A.; Demski, J. S. (2003): Accounting Theory: An Information content Perspective. McGraw-Hill/Irwin: Boston [Mass.].
Forms of instruction and credit hours:
2 credit hours lectures 2 credit hours small group exercises
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
The contents of the following module are recommended - Management Accounting
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Assessments/Exams:
Written final exam (60 min)
Responsible for the Module:
Professorship of Accounting and Control; Junior Professorship for Behavioral Accounting

Module:

Advanced International Corporate Strategy

Applicability of the module:

- BWL-Vert.: Marketing & E-Business (WPF)
- BWL-Vert.: Management & Entrepreneurship (WPF)
- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Economics (WPF)
- BWL-Wahlmodul
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich
- IMME-Vert.: International Management (WPF)
- IMME-Vert.: Entrepreneurship (WPF)
- IMME-Vert.: Marketing (WPF)
- IMME-Wahlmodul
- ORBA-Wahlmodul
- FINEC-Vertiefungsbereich (WPF)

Semester:

- BWL: 1st – 3rd semester
- VWPA: 1st – 3rd semester
- IMME: 1st – 3rd semester
- ORBA: 1st – 3rd semester
- FINEC: 1st – 3rd semester

Module objectives and intended study results:

This course enables students to

- develop a profound understanding of advanced concepts in international corporate strategy such as corporate portfolio management, international mergers and acquisitions and restructuring,
- critically and independently reflect on these concepts in the context of academic empirical research, and
- dpracerive and apply implications from these concepts to real-life case studies.

Contents:

The lecture introduces students to advanced concepts in international corporate strategy. Students will be able to holistically understand the opportunities and challenges of managing a large international corporation in different stages of its lifecycle. In this vein, the lecture discusses both managing (international) growth and dealing with challenging business situations. An emphasis is put on diversified corporations with multiple business units that are also internationally active and therefore subject to cross-cultural influences. Guest lectures, tutorials and case studies underscore the practical relevance of this lecture to students.

References:

- Furrer, O. 2016. *Corporate Level Strategy: Theory and Applications*. Routledge.
- Gaughan, P. 2018. *Mergers, Acquisitions, and Corporate Restructurings (7e)*. Wiley.
- Pidun, U. 2019. *Corporate Strategy: Theory and Practice*. Springer Gabler.
- Selected readings (see final syllabus of the course)

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours tutorials

Language of instruction:

English

Prerequisites for attending:

none

Previous knowledge recommendations:

The contents of the following module are recommended: International Corporate Strategy
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Winter semester 2021/2022
Assessments/Exams:
Individual assignment, team assignment (case study), written final exam (60 min)
Responsible for the Module:
Chair of Behavioral International Management

Module:

AI-based Decision Support I

Applicability of the module:

- BWL-Vert.: Logistics & Operations Management (WPF)
- BWL-Vert.: Wahlmodul (WPF)
- IMME-Vert.: Wahlmodul (WPF)
- ORBA-Vert.: Quantitative Methods (WPF)
- ORBA-Vert.: Wahlmodul (WPF)
- FINEC-Vertiefungsbereich (WPF)

Semester:

- BWL: 1st-3rd semester
- ORBA: 1st-3rd semester
- FINEC: 1st-3rd semester
- IMME: 1st-3rd semester

Module objectives and intended study results:

The lecture deals with the fundamentals of machine learning, especially supervised learning. The goal is to create prediction models and therefore design a full analysis process from business goal to deployment. We will deal with basic steps of any data analysis process using the CRISP-DM process model: business understanding, data understanding, data preprocessing, modeling, evaluation and deployment. The students will learn how to deal with each phase and to question and analyze results before deploying them in a productive environment. Students will therefore learn how to design AI-based decision support systems from front to back that can tackle practical forecasting problem. As a result, students will acquire analytical thinking qualifications and critical thinking when evaluating the models. Besides preparing students for the job of a data scientist, the course will prepare you for advanced analytics courses (AI-based Decision Support II in the summer term), seminars and scientific projects that you may take during your course of study. In addition, the on-demand online exercises will enable the students to gain cometencies in python data science programming.

Contents:

- Standard process for data science (CRISP-DM)
- Data Exploration
- Data Pre-processing
- Analytical Modeling, including:
  - Decision Tree
  - Regression
  - Artificial Neural Network (ANN)
  - Support Vector Machine (SVM)
- Evaluation of analytical models

References:

References will be introduced during the lectures

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours (lecture hall) exercise

Language of instruction:

- English

Prerequisites for attending:

- none

Previous knowledge recommendations:

Some knowledge in one or more research area could be useful:

- Statistics / Econometrics
- Operations Research
- Machine Learning

Workload and credits:

56 hours attendance time and 94 learning hours / 5 CP
Frequency:
every winter term
Assessments/Exams/Credits:
Written exam (60 minutes, online or at location)
Responsible for the Module:
Juniorprofessor for Data-Driven Decision Support

Modulbezeichnung:

Besteuerung von Umwandlungen

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Vert.: Finance (WPF)
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich
- IMME-Wahlmodul

Semester:

- BWL: 1.- 3. Fachsemester
- VWPA: 1.- 3. Fachsemester
- EPA: 1st- 3rd semester
- IMME: 1st- 3rd semester

Lern- und Qualifikationsziele (Kompetenzen):

Die Studierenden

- erwerben Grundkenntnisse der zivilrechtlichen Grundlagen von Umwandlungen nach dem UmwG,
- erwerben steuerliche Kenntnisse über die Besteuerung der verschiedenen Umwandlungsformen, inkl. solcher, welche nicht unter das UmwG fallen (UmwStG, EStG, KStG, GewStG sowie die zugehörigen Verlautbarungen der Finanzverwaltung),
- sind in der Lage, steuerliche Risiken im Rahmen von Umwandlungsvorgängen zu identifizieren,
- sind in der Lage, die Grundlagen des UmwStG auf alle beteiligten Rechtsträger anzuwenden,
- erhalten neben den nationalen Vorschriften für innerstaatliche Umwandlungen auch einen Einblick zu Umwandlungen mit Bezug zum Ausland.

Inhalt:

- Umwandlungsformen und deren steuerliche Behandlung
- Optionsmöglichkeiten im Rahmen von Umwandlungsvorgängen
- Risiken bei Umwandlungsvorgängen
- Einführung zu Möglichkeiten und Grenzen bei grenzüberschreitenden Umwandlungen

Literaturhinweise:

- Brähler, G. (2020): Umwandlungssteuerrecht: Grundlagen für Studium und Steuerberaterprüfung, 11. Aufl., Springer Gabler: Wiesbaden.
- Prinz, U. (2013): Umwandlungen im Internationalen Steuerrecht, 1. Aufl., Otto Schmidt Verlag: Köln.
- Weber, W. (2017), Fallsammlung Umwandlungssteuerrecht, 6. Aufl,, NWB-Verlag: Herne.

Lehrformen/Unterrichtssprache:

2 SWS Vorlesung/ Deutsch

Vorkenntnisse:

Empfohlen werden Inhalte Moduls „Steuerrecht und Steuerwirkung“ aus dem Bachelorprogramm „Betriebswirtschaftslehre“. Hilfreich sind zudem:

- „Steuerbilanz und Rechtsform“ aus dem Bachelorprogramm,
- „Steuerplanung, Rechtsform und Finanzierung“, „Besteuerung und Corporate Finance“ sowie „International Taxation“ aus dem Masterprogramm.

Arbeitsaufwand und Credits:

28 Präsenz- und 122 Lernzeitstunden / 5 CP

Häufigkeit des Lehrangebots:

Jedes Wintersemester
Leistungsnachweise:
Klausur (60 min)
Modulverantwortliche(r):
Professur für Betriebswirtschaftliche Steuerlehre

Module:

Business Decision Making

Applicability of the module:

- IMME- compulsory 1st Semester
- BWL-Vert.: Management & Entrepreneurship (WPF)
- BWL-Wahlmodul
- ORBA-Wahlmodul

Semester:

- IMME: compulsory 1st or 2nd semester
- BWL: 1st- 3rd semester
- ORBA: 1st- 3rd semester

Module objectives and intended study results:

The students

- will obtain a deeper theoretical understanding of individual, interactive, and group decision making,
- can learn and train practical methods of decision support for prominent types of decision problems,
- will acquire skills for analytical decision support.

Contents:

- Preferences and Decision Behavior
- Utility Theory
- Multiattribute Decisions
- Decisions under Uncertainty
- Sequential Decisions
- Strategic Interactive Decisions
- Group Decision Making and Negotiation
- Fair Division

References:

- D. Kahneman: Thinking, Fast and Slow, 2012
- J. Hammond, R. L. Keeney, H. Raiffa; Smart Choices – A Practical Guide to Making Better Decisions, 2015
- R. T. Clemen, T Reilly: Making Hard Decisions, 3rd ed., 2013
- P. Goodwin, G. Wright: Decision Analysis For Management Judgment, 5th ed., 2014

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours exercises in small groups

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

The contents of the following module are recommended

- Any previous attended course in Introductory Microeconomics

Work load and credits:

150 online and learning hours. Online hours are determined by weekly live online lecture modules and exercise meetings. Learning hours comprise students' individual working time in dealing with the online lecture material and the exercises.
42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP

Frequency

Each winter semester

Assessments/Exams:

During the semester 5 online tests approximately every two weeks and a written online examination (45 min) at the end of the semester. Prerequisite for admittance to the exam: Submission of solutions to at least 50% of the weekly exercises.
Responsible for the Module:
Professorship of Entrepreneurship

Module:

Combinatorial Optimization in Production & Logistics

Applicability of the module:

- BWL-Vert.: Logistics & Operations Management (WPF)
- BWL-Wahlmodul
- ORBA-Vert.: Supply Chain Management (WPF)
- ORBA-Vert.: Quantitative Methods (WPF)
- ORBA-Wahlmodul
- ORBA Pflicht 1. Semester (nur SPO WS 2017/2018)
- VWPA Ergänzungsbereich
- EPA-Ergänzungsbereich
- IMME-Wahlmodul

Semester:

- BWL: 1st- 3rd semester
- ORBA: 1st- 3rd semester
- ORBA: compulsory 1st semester (SPO WS 2017/2018)
- VWPA: 1st- 3rd semester
- EPA: 1st- 3rd semester
- IMME: 1st- 3rd semester

Module objectives and intended study results:

The students

- gain insight into fundamental concepts of exact and heuristic solution approaches for optimization problems in production and logistics,
- can model and solve classical optimization problems in production and logistics,
- are enabled to apply the presented methods to the introduced problems and to adapt those concepts to related problems.

Contents:

- Fundamentals of linear optimization and mathematical modelling,
- Introduction of classical optimization problems in production and logistics, e.g., production planning problems, cutting and packing problems, transportation and assignment problems, location problems, path and routing problems,
- Basic and advanced exact solution approaches for selected planning problems in production and logistics, e.g., branch-and-bound, dynamic optimization, column generation, problem-specific methods,
- Basic and advanced heuristic optimization approaches for selected planning problems in production and logistics, e.g., construction heuristics, classical improvement heuristics.

References:

- Korte, Vygen (2018): Combinatorial Optimization – Theory and Algorithms, 6th edition. Springer, Berlin.
- Jungnickel (2013): Graphs, Networks and Algorithms, 4th edition. Springer, Heidelberg et al.
- Taha (2003): Operations Research – an Introduction, 7th edition. Pearson Education, Upper Saddle River.

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

Sound knowledge of linear programming is recommended.

Work load and credits:
56 hours attendance time and 94 learning hours incl. exams / 5CP
Frequency
Winter semester 2020/2021
Assessments/Exams:
Take-home exam (60 min); bonus points may be earned through online quizzes and are valid only for one semester.
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Professorship of Management Science

Module:

Company Valuation

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- BWL-Wahlmodul
- FINEC Pflicht 2. Semester
- FINEC-Vertiefungsbereich (WPF)
- IMME-Vert.: International Management (WPF)
- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)
- ORBA-Wahlmodul

Semester:

- BWL: 1st- 3rd semester
- FINEC: 2nd semester
- IMME: 1st- 3rd semester
- ORBA: 1st - 3rd semester

Module objectives and intended study results:

The students

- acquire a broad theory-based knowledge of company valuation techniques in different frameworks,
- become acquainted with finance software (e.g. Excel, MATLAB),
- develop an understanding for and experience with empirical analysis based on real data,
- gain insights in valuation pitfalls and recent models.

Contents:

- Standard Company Valuation Models (e.g., CAPM, Multi-factor Models, Valuation Multiples)
- Discounted Cash Flow Analysis (including TCF, APV, FTE)
- Company Valuation under Credit Risk
- Probability of Default, Loss given Default, Distance to Default, Expected Loss

References:

- Berk, J., DeMarzo, P. (2013): Corporate Finance, 3rd Edition, Pearson.
- Hillier, D., Ross, S., Westerfield, R., Jaffe, J., & Jordan, B. (2016): Corporate Finance, 3rd European Edition, McGraw-Hill Education.

Forms of instruction and credit hours:

2 credit hours lectures, 1 credit hour exercises, 1 credit hour small group exercises

Language of instruction:

English

Prerequisites for attending:

None

Previous knowledge recommendations:

The contents of the following module are recommended

- Financial Management of the Bachelor Program “International Business and Economics” of the FWW or
- Finanzmanagement of the Bachelor Program “Betriebswirtschaftslehre” of the FWW.

Work load and credits:

56 hours attendance time and 94 learning hours incl. exam / 5 CP

Frequency

Each summer semester

Assessments/Exams:

Written final exam (60 min); No later than 14 days prior to the examination, the module coordinator decides whether the final exam will be conducted as a paper-based or as an online exam. Bonus points may be earned through online quizzes and are valid only for two semesters.

Responsible for the Module:
Professorship of Banking and Finance

Module:

Computational Transportation

Applicability of the module:

- BWL-Vert.: Logistics & Operations Management (WPF)
- BWL-Wahlmodul
- ORBA-Vert.: Supply Chain Management (WPF)
- ORBA-Wahlmodul
- VWPA Ergänzungsbereich
- EPA-Ergänzungsbereich
- IMME-Wahlmodul

Semester:

- BWL: 1st – 3rd semester
- ORBA: 1st – 3rd semester
- VWPA: 1st – 3rd semester
- EPA: 1st – 3rd semester
- IMME: 1st – 3rd semester

Module objectives and intended study results:

The students

- can model and solve relevant strategic, tactical and operational decision problems in the area of mobility, logistics and transportation,
- gain insight into exact and heuristic solution approaches for optimization problems in computational transportation,
- are enabled to apply the presented methods to the introduced problems,
- acquire knowledge on how to collect and model the required data for optimization models and algorithms in computational transportation,
- gain fundamental knowledge on how to embed optimization models in traffic and transportation information systems including required technology.

Contents:

- Engineering of and technology for traffic and transportation information systems
- Network modelling, data structures and network algorithms
- Shortest paths finding
- Transportation planning
- Max flows and Eulerian circuits
- Traveling salesman and vehicle routing problems

References:

- West, D.B.: Introduction to Graph Theory. 2nd edition, Prentice Hall, 2001.
- Bazaraa, M.S., Jarvis, J.J., Sherali, H.D.: Linear Programming and Network Flows. 4th edition, John Wiley & Sons, 2010.
- Ehmke, J. F.: Integration of Information and Optimization Models for Routing in City Logistics. Springer, 2012.

Forms of instruction and credit hours:

2 credit hours lectures, 1 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

Sound knowledge of linear programming is strongly recommended.

Work load and credits:

56 hours attendance time and 94 learning hours, 5CP

Frequency

Each winter semester

Assessments/Exams:

Written final exam (60 min)
Responsible for the Module:
Professorship of Management Science

Module:
Consumer Research
Applicability of the module:
- BWL-Vert.: Marketing & E-Business (WPF) - IMME-Vert.: Marketing (WPF)
Semester:
- BWL: 1st or 3rd semester - IMME: 1st or 3rd semester
Module objectives and intended study results:
The objective of this course is to define and explain the fundamental aspects and methods in consumer research with special emphasis on experimental research designs and analysis. After successful completion of this course students will - acquire knowledge of the relevance of consumer research for business practices, - develop an understanding for the most widely used methods in consumer research, - gain insights in designing, conducting, and analyzing consumer research studies, - have the ability to critically evaluate consumer research projects.
Contents:
- An introduction to consumer research - Classic approaches - Contemporary approaches - Online research methods
References:
- Kardes, F. R., Herr, P. M., & Schwarz, N. (Eds.). (2019). *Handbook of research methods in consumer psychology.* Routledge. - Field, A., & Hole, G. (2002). *How to design and report experiments*. Sage.
Forms of instruction and credit hours:
2 credit hours lectures, **2** credit hours exercises
Language of instruction:
English
Prerequisites for attending:
- None
Previous knowledge recommendations:
The contents of the following module are recommended - None
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Winter semester 21/22
Assessments/Exams:
Written final exam (60 min)
Responsible for the Module:
Professorship of Marketing

Modulbezeichnung:

Corporate Governance, Compliance und Konzernrecht

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Management & Entrepreneurship (WPF)
- IMME-Vert.: International Management (WPF)
- IMME-Vert.: Entrepreneurship (WPF)
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich

Studiensemester

- BWL: 1.- 3. Fachsemester
- IMME: 1st- 3rd semester
- VWPA: 1.- 3. Fachsemester
- EPA: 1st- 3rd semester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erlernen und vertiefen die rechtlichen Regeln für eine ordnungsgemäße Unternehmensleitung, insb. auch im Blick auf die Pflicht, für ein rechtmäßiges Verhalten des Unternehmensträgers Sorge zu tragen,
- erlernen Grundlagen des Konzernrechts,
- entwickeln Verständnis für konzernrechtliche Fragestellungen.

Inhalt:

- die Grundregeln ordnungsgemäßer Unternehmensleitung
- die Business Judgement Rule
- der deutsche Corporate Governance Kodex
- die Pflicht, für ein rechtmäßiges Verhalten des Unternehmensträgers Sorge zu tragen
- Organisationspflichten
- Grundlagen des Konzernrechts
- Haftungsfragen

Literaturhinweise:

- Emmerich, V.; Habersack, M. (2020): Konzernrecht - ein Studienbuch. 11. Auflage, Verlag C.H. Beck: München.
- Hauschka, C. E.; Moosmayer, K.; Lösler, T. (2016): Corporate Compliance - Handbuch der Haftungsvermeidung im Unternehmen. 3. Auflage, Verlag C.H. Beck: München.
- Hommelhoff, P.; Hopt, K. J.; v. Werder, A. (2010): Handbuch Corporate Governance – Leitung und Überwachung börsennotierter Unternehmen in der Rechts- und Wirtschaftspraxis. 2. Auflage, Schäffer-Poeschel Verlag: Stuttgart.
- Schneider, U. H.; Schneider, S. H. (2007): Konzern-Compliance als Aufgabe der Konzernleitung. ZIP, S. 2061-2065.
- Schneider, U. H. (2003): Compliance als Aufgabe der Unternehmensleitung. ZIP, S. 645-650.

Lehrformen und SWS:

2 SWS Vorlesung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte der Module

- Bürgerliches Recht,
- Handels- und Gesellschaftsrecht

aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.
Arbeitsaufwand und Credit Points:
28 Präsenz- und 122 Lernzeitstunden; 5 CP
Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Klausur (60 min)
Modulverantwortliche(r):
Professur für Bürgerliches Recht, Handels- und Wirtschaftsrecht

Module:
Database Concepts
Applicability of the module:
- ORBA-Vert.: Methods of Computer Science (WPF)
Semester:
- ORBA: 1st– 3rd semester
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Responsible for the Module:
Faculty of Computer Science For module description see: https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html

Module:
Data mining I- Introduction to Data Mining
Applicability of the module:
- ORBA-Vert.: Methods of Computer Science (WPF)
Semester:
- ORBA: 1st– 3rd semester
Work load and credits:
56 hours attendance time and 244 learning hours incl. exam(s) [if applicable, missing knowledge from the Bachelor Program is to be acquired independently] / 10 CP
Assessments/ Exam:
Voraussetzung für die Teilnahme an der Abschlussprüfung ist die erfolgreiche Durchführung von Vorleistungen im Rahmen eines Votierungsverfahrens. Angaben zu den Vorleistungen, darunter Anzahl und Termine der Testate, Untergrenze zum Bestehen eines Testats und Anzahl der zu bestehenden Testate im Rahmen des Votierungs-verfahrens werden zum Semesterbeginn angekündigt. Prüfung: mündlich (auf Englisch)
Responsible for the Module:
Faculty of Computer Science For module description see: https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html

Modulbezeichnung:
Datenbanken
Verwendbarkeit des Moduls:
- ORBA-Vert.: Methods of Computer Science (PF)
Semester:
- Ab 1. Semester
Arbeitsaufwand und Credit Points:
56 Präsenzstunden und 124 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP
Modulverantwortlicher:
Fakultät für Informatik **Für mehr Modulbeschreibung siehe:** https://www.fin.ovgu.de/inf_media/Studiendokumente/Modulkatalog/Alle+Studieng%C3%A4nge/Modulkatalog_2021_Wintersemester.pdf

Module:

Downside Risk

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- BWL-Wahlmodul (WPF)
- ORBA-Vert.: Financial Engineering/Financial Management (WPF)
- ORBA-Wahlmodul
- FINEC-Vertiefungsbereich (WPF)
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich

Semester:

- BWL: 1st- 3rd semester
- FINEC: 3rd semester
- ORBA: 1st- 3rd semester
- VWPA: 3rd semester
- EPA: 3rd semester

Module objectives and intended study results:

The students

- obtain a comprehensive theory-based knowledge of downside-oriented portfolio management,
- are familiar with statistical software (e.g. Excel, Stata) and, thus,
- are able to conduct empirical analysis in the field of downside risk.

Contents:

- Stochastic Dominance,
- Downside-risk Criteria, Lower Partial Moments
- Value at Risk and Conditional Value at Risk
- Downside-oriented Asset Pricing and Performance Measurement

References:

- Bawa, V.S.; Lindenberg, E.B. (1977): Capital Market Equilibrium in a Mean-Lower Partial Moment Framework, *Journal of Financial Economics*, Vol. 5, pp. 189-200.
- Jorion, P. (2007): Value at Risk: The New Benchmark for Managing Financial Risk, 3rd ed., New York: McGraw-Hill.
- Reichling, P.; Schulze, G. (2017): Downside-orientiertes Portfoliomanagement, Wiesbaden: Springer.

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hour exercises (online)

Language of instruction:

English

Prerequisites for attending:

- none

Previous Knowledge recommendations:

The contents of the following module are recommended

- Financial Management of the Bachelor Program “International Business and Economics” of the FWW or
- Portfoliomanagement of the Bachelor Program “Betriebswirtschaftslehre” of the FWW.

Work Load and Credits:

56 hours attendance time and 94 learning hours incl. exam (and assignments) / 5CP

Frequency

Each winter semester

Assessments/Exams:

Written final exam (60 min); No later than 14 days prior to the examination, the module coordinator decides whether the final exam will be conducted as paper-based or as an online exam; bonus points may be earned through online quizzes or practice assignments and are valid only for two semesters.
Responsible for the Module:
Professorship of Banking and Finance

Module:

Econometrics

Applicability of the module:

- FINEC- compulsory 1st Semester
- VWPA compulsory 1st Semester
- EPA compulsory 1st Semester
- BWL-Vert.: Economics (PF)
- BWL-Vert.: Marketing & E-Business (WPF)
- ORBA-Vert.: Quantitative Methods (WPF)
- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)
- ORBA-Wahlmodul (nur SPO WS2017/2018 und SS 2018)
- IMME-Vert.: International Management (WPF)
- IMME-Vert.: Marketing (WPF)
- IMME-Wahlmodul

Semester:

- FINEC: Compulsory 1st semester
- VWPA: Compulsory 1st semester
- EPA: Compulsory 1st semester
- BWL: 1st- 3rd semester
- ORBA: 1st - 3rd semester
- IMME: 1st - 3rd semester

Module objectives and intended study results:

The students

- improve already established knowledge of fundamental econometric methods,
- learn about concepts of modern microeconometric methods during lectures and independently become acquainted with state-of-the art methodology by studying the recommended literature,
- are able to use STATA to work problem- and goal-oriented and analyse real world problems independently,

Contents:

- Regression fundamentals and identification
- Instrumental Variables
- Panel data
- Nonstandard standard error issues
- Limited dependent variables and probability models
- Advanced methods like difference-in-difference and regression discontinuity design

References:

- Angrist, J. D.; Pischke, J. S. (2008): Mostly harmless econometrics: An empiricist's companion. Princeton University Press: Princeton.
- Angrist, J. D.; Pischke, J. S. (2014): Mastering 'Metrics: The Path from Cause to Effect. Princeton University Press: Princeton.
- Cameron, A. C.; Trivedi, P. K. (2009): Microeconometrics using Stata. 5th edition, Stata Press: College Station [TX].
- Wooldridge, J. M. (2002): Econometric Analysis of Cross Section and Panel Data. MIT Press: Cambridge.
- Wooldridge, J. M. (2006): Introductory Econometrics - A Modern Approach. 3rd edition, Cengage Learning: Boston.

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

- Sound knowledge of introductory econometrics and statistics.

Work load and credits:
42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Assessments/Exams:
Online written final exam (60 min)
Responsible for the Module:
Junior Professorship for Banking and Financial Systems

Module:
Economics of Growth
Applicability of the module:
- BWL-Vert.: Economics (WPF) - BWL-Wahlmodul - VWL-Ergänzung (WPF) - IMME-Wahlmodul - ORBA-Wahlmodul
Semester:
- VWL: 3. Fachsemester - BWL: 1. – 3. Fachsemester - IMME: 1st – 3rd semester - ORBA: 1st – 3rd semester
Module objectives and intended study results:
The students - become acquainted with the recent advances in the theory and empirics of economic growth and long-run economic development, - learn to master the relevant modeling techniques of dynamic economic analysis, - gain a deeper understanding of the policy-relevant factors driving economic growth, - develop the ability for starting their own research on economic growth.
Contents:
- Models of endogenous technical progress (AK, product variety, Schumpeterian) - Finance and growth - Technology transfer and growth - Market size, trade and growth - General purpose technologies - Institutions and growth - Topics in growth policy
References:
- Barro, R. J. and X. Sala-i-Martin (2004): Economic Growth, MIT Press: Cambridge (Mass.)
Forms of instruction and credit hours:
4 credit hours lectures
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
Knowledge provided by the modules - Mathematical Economics - Microeconomic Analysis - Macroeconomic Analysis would be helpful.
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Assessments/Exams:
Written final exam (60 min)
Responsible for the Module:
Professorship of Economics, esp. Applied Economics

Module:
Evidence-Based Policy Analysis
Applicability of the module:
- VWPA compulsory 2nd semester - BWL-Vert.: Economics (WPF) - ORBA-Wahlmodul
Semester:
- VWPA: compulsory 2nd semester - BWL: 1st– 3rd semester - ORBA: 1st - 3rd semester
Module objectives and intended study results:
The students - acquire knowledge of the core methods in today's (micro)econometric toolkit, - acquire the skills necessary to write their own (micro)econometric research paper/master thesis, - develop the ability to skilfully and critically read empirical studies and distinguish between good and bad empirical research, - become acquainted with problems that applied econometricians encounter in practice when evaluating policies, - develop an understanding for the core methods to estimate causal effects and how these methods can be applied hands-on to evaluate policies.
Contents:
- Rubin Causal Model - Social Experiments - Selection on Observables and Regression Specification - Fixed Effects, Difference-in-Differences, and Synthetic Control Method - Regression Discontinuity - Instrumental Variables
References:
- Angrist, J.D., and J.S. Pischke (2009), Mostly Harmless Econometrics, Princeton University Press.
Forms of instruction and credit hours:
2 credit hours lectures, 2 credit hours exercises
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
The contents of the following module are recommended - Econometrics Knowledge of statistics and econometrics at bachelor level is strongly recommended.
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each summer semester
Assessments/Exams:
No later than 14 days prior to the examination, the module coordinator decides whether the final examination will be held in form of either a written exam (60 min), a written exam via the internet (60 min), an oral exam, an oral exam via the internet, or a term paper
Responsible for the Module:
Professorship of Economics, esp. Applied Economics

Module:

Foundations for Finance

Applicability of the module:

- FINEC compulsory 1st semester
- BWL-Vert.: Economics (WPF)
- BWL-Vert.: Finance (WPF)
- VWPA-Ergänzungsbereich
- EPA- Ergänzungsbereich
- ORBA-Vert.: Financial Engineering/Financial Management (WPF)
- ORBA-Wahlmodul
- IMME-Wahlmodul

Semester:

- FINEC: Compulsory 1st semester
- BWL: 1st- 3rd semester
- VWPA: 3rd semester
- EPA: 1st- 3rd semester
- ORBA: 1st - 3rd semester
- IMME: 1st - 3rd semester

Module objectives and intended study results:

The students

- acquire knowledge about valuation models in finance
- have the ability to make simple portfolio decisions
- develop an understanding for firms' major financial decisions

Contents:

- Overview of corporate governance
- Asset valuation
- Risk and return
- Portfolio theory
- Project valuation
- Role of capital structure
- Derivative instruments and risk management

References:

- Brealey, R.; Myers, S.; Allen, F., Principles of Corporate Finance,12th Edition, McGraw-Hill Higher Education: Boston, MA.
- Further articles will be conveyed during the lecture.

Forms of instruction and credit hours:

2 credit hours lectures, 1 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

- Basic concepts in financial mathematics, probability, and statistics.

Work load and credits:

42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP

Frequency

Each winter semester

Assessments/Exams:

Online written final exam (60 min)

Responsible for the Module:

Junior Professorship for Financial Economics

Module:

Financial Engineering

Applicability of the module:

- FINEC Compulsory 2nd.Semester
- BWL-Vert.: Finance (WPF)
- BWL-Wahlmodul
- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)
- ORBA-Wahlmodul
- VWPA-Ergänzungsbereich

Semester:

- FINEC: Compulsory 2nd semester
- BWL: 1st– 3rd semester
- VWPA: 2nd semester
- ORBA: 1st - 3rd semester

Module objectives and intended study results:

The students

- become acquainted with the most relevant concepts for the modelling of derivatives (financial options and real options),
- develop an adequate understanding of the methods for deriving the price of options,
- gain insights in computer algebra systems during the teaching unit,
- are able to choose feasible analytical numerical algorithms and to apply them on problems of Corporate Finance in the end of the teaching unit,
- acquire team and communicative competence through group projects

Contents:

- Instruments of risk management (Corporate Finance)
- Computer algebra systems
- Complex financial strategies
- Evaluation of derivatives (time continuous/discrete modeling)
- Evaluation and modeling of basic and multi-period real option

References:

- Cuthbertson, K., Nitzsche, D.: Financial Engineering: Derivatives and Risk Management, John Wiley & Sons
- Trigeorgis, L.: Real Options: Managerial Flexibility and Strategy in Resource Allocation, MIT Press.
- Hull, J.C.: Options, Futures and other Derivatives, Pearson Education
- (current editions)
- Complementary lecture materials, exercise materials

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours (lecture hall) exercises

Language of instruction:

English

Prerequisites for attending:

- None

Previous knowledge recommendations:

The contents of the following module are recommended

- “Investition und Finanzierung” or equivalent courses

Work load and credits:

56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP

Frequency

Each summer semester

Assessments/Exams:
Student project and at the latest 14 days before the performance of the examination(s), the person responsible for the module decides whether the module examination is to be held either as a written examination (written test, 60 min), a written exam via the internet, an oral examination, an oral examination via the internet or a term paper.
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Professorship of Financial Management and Innovation Finance

Module:
Financial Institutions
Applicability of the module:
- FINEC: compulsory 2nd semester
Semester:
- FINEC: Compulsory 2nd semester
Module objectives and intended study results:
The students acquire the ability to: - use economic reasoning to analyse the structure of financial markets - describe the institutional frameworks in which intermediaries and central banks operate - analyse how a bank conducts business using the simulation game "ProBanker" - present and defend management decisions taken in the simulation game - present a solution that has been developed through teamwork in the classroom - students are encouraged and empowered to work independently and self-reliantly
Contents:
- Interest rate dynamics in financial markets - The role of intermediaries in the financial system - Financial crises and regulatory responses - Foreign exchange markets and the international financial system - The conduct of monetary policy and its theoretical underpinnings - Commercial bank management
References:
- Mishkin, F. S. (2013): The Economics of Money, Banking, and Financial markets, 10th edition, Pearson education: Harlow - Flannery, M. J.; Flood, M. D. (2003): ProBanker Manual, ProBanker Simulations - Rai, A. (2017), Principles of Bank Management – A Companion to ProBanker
Forms of instruction and credit hours:
2 credit hours lectures, 2 credit hours small group exercises
Language of instruction:
English
Prerequisites for attending:
- None
Previous knowledge recommendations:
The contents of the following module are recommended - Foundations for Finance
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each summer semester
Assessments/Exams:
Written final exam (60 min)) and/or group presentation and/or group exercises and/or essay
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Professorship of Financial Economics

Module:

Financial Stability and Banking Regulation

Applicability of the module:

- BWL-Vert.: Finance
- BWL-Vert.: Economics
- EPA-Vertiefungsbereich (WPF)
- FINEC- Vertiefungsbereich (WPF)

Semester:

- BWL: 1st - 3rd semester
- EPA: 1st - 3rd semester
- FINEC: 3rd semester

Module objectives and intended study results:

The students

- develop an understanding for the importance of financial stability and proper banking regulation
- acquire knowledge about the objectives and implementations of financial regulation
- develop the ability to analyze different regulatory policies, place them into the broader context of financial stability and evaluate them with respect to expediency, efficiency, and unintended consequences

Contents:

- Theoretic concepts in banking and regulation
- Objectives of financial regulation
- Financial stability regulation
- Depositor and investor protection regulation
- Market integrity regulation
- Future challenges
- Costs of failed regulation and financial crises

References:

- Alexander, Kern (2019). Principles of Banking Regulation, Cambridge University Press.
- Additional list of references will be given in the lecture notes

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours (lecture hall) exercises

Language of instruction:

English

Prerequisites for attending:

- None

Previous knowledge recommendations:

- Basic understanding of financial markets and banking
- Basic skills in Stata

Work load and credits:

56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP

Frequency

Each winter semester

Assessments/Exams:

Written final exam (60 min); bonus points may be earned through three voluntary tests offered during the exercise sessions, bonus points are added to the total points in the final exam if passed, bonus points are only valid for the current semester and the retry exam at the end of the summer term

Responsible for the Module:

Junior professorship for Financial Economics (JP Ludolph)

Modulbezeichnung:

Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Wahlmodul
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich
- IMME-Wahlmodul

Studiensemester:

- BWL: 1.- 3. Fachsemester
- VWPA: 3. Fachsemester
- EPA: 1.- 3. Fachsemester
- IMME: 1.- 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erwerben Kenntnisse zu den Grundzügen des Steuerverwaltungsrechtes sowie des Erbschafts- und Schenkungssteuerrechts,
- werden befähigt, zu erkennen, ob ein Steuerbescheid bzw. Verwaltungsakt noch änderbar ist und welche Rechtsmittel zur Änderung anzuwenden sind,
- sind in der Lage, einen einfachen Erbschafts- oder Schenkungssteuerfall inklusive des Ausfüllens der Steuerformulare zu bearbeiten.

Inhalt:

Abgabenordnung

- Verwaltungsakt und die Bekanntgabe
- der fehlerhafte Verwaltungsakt
- Fristen
- Korrekturmöglichkeiten von Verwaltungsakten
- Verjährung von Verwaltungsakten
- Einführung in das steuerliche Haftungsrecht und in das Einspruchsrecht
- Erbschafts- und Schenkungssteuerrecht
- zivilrechtliche Grundlagen zur Schenkung, der gesetzlichen Erbfolge und der Testierfreiheit, Steuerklassen, Freibeträge, Veranlagung
- Bewertung von Immobilien, Unternehmen, sonstigen Vermögensgegenständen und Schulden

Literaturhinweise:

- Andrascek-Peter, R.; Braun, W.; Friemel, R. (2010): Lehrbuch Abgabenordnung: Mit Finanzgerichtsordnung. 17. Auflage, NWB: Herne.
- Horschitz, H.; Gross, W.; Schur, P. (2010): Bewertungsrecht, Erbschaftsteuer, Grundsteuer. 17. Auflage, Schäffer-Poeschel: Stuttgart.

Lehrformen und SWS:

2 SWS Vorlesung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzung:

keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte des Moduls

- Steuerrecht und Steuerwirkung

aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW bzw. äquivalente Kurse..

Arbeitsaufwand und Credits:

28 Präsenzstunden und 122 Stunden Selbststudium inkl. Prüfungsleistung(en) / 5CP

Häufigkeit des Lehrangebots:

Jedes Wintersemester

Leistungsnachweise/Prüfung:

Klausur (60 min)
Anmerkung:
Äquivalent zu 20554: Keine Anrechnung möglich für Studierende, die die entsprechende Bachelor-Veranstaltung bereits belegt und bestanden haben.
Modulverantwortliche(r):
Professur für Betriebswirtschaftliche Steuerlehre

Module:

Humanitarian Logistics

Applicability of the module:

- BWL-Vert.: Logistics & Operations Management (WPF)
- ORBA-Vert.: Supply Chain Management (WPF)

Semester:

- BWL: 1st – 3rd semester
- ORBA: 1st – 3rd semester

Module objectives and intended study results:

Students will get to know state-of-the-art methods for humanitarian logistics. Students will understand the importance of humanitarian operations for the management of any type of emergency situation and its relationship to operation research models. Specifically, models to solve shelter location, resource allocation and vehicle routing problems will be studied.

Contents:

This course covers the challenges and solutions associated with humanitarian logistics in the stages of emergency mitigation and preparedness, disaster response, and recovery. The course overviews similarities and differences between commercial logistics and humanitarian logistics, introduces performance metrics and provides tools for the analysis and design of distribution logistics systems for humanitarian needs and the coordination of humanitarian organizations. The course also involves the current state and trends in humanitarian logistics and presents the role of new technologies in humanitarian relief.

References:

- Kovács, G., & Spens, K. M. (2020). Relief Supply Chain Management for Disasters: Humanitarian, Aid and Emergency Logistics. Simulation, 436.
- Rivas, H., & Wac, K. (2018). Digital Health. Springer International Publishing AG.
- Kovács, G., Spens, K., & Moshtari, M. (Eds.). (2017). The Palgrave Handbook of Humanitarian Logistics and Supply Chain Management. Springer.
- Haavisto, I., Kovács, G., & Spens, K. (2016). Supply chain management for humanitarians: Tools for practice. Kogan Page Publishers.
- Klumpp, M., de Leeuw, S., Regattieri, A., & de Souza, R. (Eds.). (2015). Humanitarian logistics and sustainability. Berlin: Springer International Publishing.
- Coyle, J.J., Langley, C.J., Novack, R.A., & Gibson. B.J. Supply Chain Management: A Logistics Perspective. Cengage Learning, 2012
- Drexl M. & Schneider M. (2014) A survey of variants and extensions of the location-routing problem. European Journal of Operational Research, http://dx.doi.org/10.1016/j.ejor.2014.08.030

Forms of instruction and credit hours:

2 credit hours lectures, 1 credit hours (lecture hall) exercise

Language of instruction:

English

Prerequisites for attending:

none

Previous knowledge recommendations:

Basic understanding of linear programming, integer programming, and mathematical modeling

Work load and credits:

42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP

Frequency

Winter term 2021/2022

Assessments/Exams:

Written final exam (60 min) or a written exam (60 min) via the internet
Responsible for the Module:
Professorship of Operations Management

Modulbezeichnung:
Industrieökonomik II
Verwendbarkeit des Moduls:
- VWPA-Vertiefungsbereich (WPF) - EPA-Vertiefungsbereich (WPF) - BWL-Vert.: Economics (WPF) - IMME-Wahlmodul
Studiensemester
- VWPA: 1.- 3. Fachsemester - EPA: 1.- 3. Fachsemester - BWL: 1.-3. Fachsemester - IMME: 1.- 3. Fachsemester
Modulziele und angestrebte Lernergebnisse:
Die Studierenden - erlangen vertiefte Kenntnisse in der strukturellen Analyse von marktwirtschaftlichen Systemen am Bsp. von Bankenmärkten, - lernen weiterführende Verfahren zum strategischen Verhalten von Unternehmen auf (Finanz-) Märkten kennen, - entwickeln Fähigkeiten zur Anwendung alternativer Methoden bei der Untersuchung von Marktprozessen, - sind in der Lage, komplexe Fragestellungen der staatlichen Aufsicht in Wettbewerbsökonomien – insbesondere in Finanzsystemen – zu beantworten - werden befähigt, wettbewerbspolitische Maßnahmen kritisch zu bewerten - werden zur eigenständigen Vertiefung von Teilaspekten der Industrieökonomik angeregt und befähigt
Inhalt:
- Konzentration - Wettbewerb in Bankenmärkten - Eigenkapitalregulierung und Bankenverhalten - Regulierung und Bankenstruktur
Literaturhinweise:
- Van Hoose, D. (2017): The Industrial Organization of Banking. 2nd edition, Springer-Verlag: Berlin et. al.
Lehrformen und SWS:
2 SWS Vorlesung, 1 SWS Übung
Unterrichtssprache:
Deutsch
Teilnahmevoraussetzungen:
- keine
Empfehlungen für die Teilnahme:
- Kenntnisse über die Inhalte der Module Mikroökonomik und Spieltheorie aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW sollten vorhanden sein.
Arbeitsaufwand und Credit Points:
42 Präsenz- oder Onlinestunden (synchron oder asynchron) und 108 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP
Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Klausur (60 min)
Modulverantwortliche(r):
Professur für Monetäre Ökonomie und öffentlich-rechtliche Finanzwirtschaft

Modulbezeichnung:

Insolvenzrecht

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting and Taxation (WPF)
- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Management & Entrepreneurship (WPF)
- IMME-Vert.: International Management (WPF)
- IMME-Vert.: Entrepreneurship (WPF)
- VWPA-Ergänzungsbereich

Studiensemester:

- BWL: 1.- 3. Fachsemester
- IMME: 1.– 3. Fachsemester
- VWPA: 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erlernen die rechtlichen Regelungen für das deutsche Gesamtvollstreckungs- und Sanierungsverfahren
- entwickeln ein Bewusstsein für die Gefahren und die Handlungsnotwendigkeiten in wirtschaftlichen Krisensituationen
- entwickeln Verständnis für die Wirksamkeit und die Grenzen von Sicherungen für den Insolvenzfall

Inhalt:

- Insolvenzverfahren als Marktinstrument
- Insolvenzverfahren als Antragsverfahren
- Arten von Insolvenzverfahren
- Abwicklung insolventer Unternehmen
- Recht der Insolvenzanfechtung
- Aus- und Absonderungsrechte
- Sonderrechte im Insolvenzverfahren

Literaturhinweise:

- Pape/Uhlenbruck/Voigt-Salus, Insolvenzrecht, 2. Aufl.,
- Foerste, Insolvenzrecht, 6. Aufl.,
- Pape/Gundlach/Vortmann, Handbuch der Gläubigerrechte, 3. Aufl. in Vorbereitung

Lehrformen und SWS:

2 SWS Vorlesung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte der Module

- Bürgerliches Recht,
- Handels- und Gesellschaftsrecht.

aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.

Arbeitsaufwand und Credits:

28 Präsenzstunden und 122 Stunden Selbststudium inkl. Prüfungsleistung(en) / 5CP
Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Klausur (60 min)
Modulverantwortliche(r):
Professur für Bürgerliches Recht, Handels- und Wirtschaftsrecht – Prof. Gundlach

Module:

International Corporate Strategy

Applicability of the module:

- IMME compulsory 1st semester
- BWL-Vert.: Management & Entrepreneurship (WPF)
- BWL-Wahlmodul
- ORBA-Wahlmodul

Semester:

- IMME: Compulsory 1st or 2nd semester
- BWL: 1st– 3rd semester
- ORBA: 1st - 3rd semester

Module objectives and intended study results:

The students

- analyse the strategic positioning of firms in the context of digital transformation,
- grasp the theoretical concepts related to strategy development and implementation
- evaluate the potential impact of digitization on internationally operating organizations
- apply the theoretical concepts to business cases

Contents:

This course reviews the basic strategic management concepts and discusses them in the context of the rising global digitization. Guided by the importance of growth for organizations, the course is outlined along the dimensions of the Ansoff matrix. The influence of digitization is analysed at all stages of the strategic management process. The need for change regarding strategy development and implementation due to digitization is highlighted and discussed. The focus of this course is on internationally operating organizations. Case studies and business examples underline the relevance of the materials throughout the course. Active participation in the small group exercises is required. Quizzes support the learning experience throughout the course.

References:

- Ansoff, H.I. (1957). Strategies for diversification. Harvard Business Review, 35(5): 113-124.
- Barney, J.B. 1986. Strategic factor markets: Expectations, luck, and business strategy. Management Science, 32: 1231-1241.
- Brandenburger, A.M., Stuart, H.W. 1996. Value-based business strategy. Journal of Economics & Management Strategy 5(1) 5–24.
- Cockburn, I. M., Henderson, R. M., & Stern, S. 2000. Untangling the origins of competitive advantage. Strategic Management Journal, 21(10-11): 1123-1145.
- Hambrick, D. & Mason, P. (1984). Upper echelons: The organization as a reflection of its top managers. Academy of Management Review, 193-206.
- Hambrick, D.C. & J.W. Frederickson. 2001. Are you sure you have a strategy? The Academy of Management Executive, 15(4): 48-59
- Sebastian, I. M., Ross, J.W., Beath, C., Mocker, M., Moloney, K.G. & Fonstad, N. O. (2017) How Big Old Companies Navigate Digital Transformation. MIS Quarterly Executive, 16(3): 197-213.
- Singh, A. & Hess, T. (2017). How Chief Digital Officers Promote the Digital Transformation of their Companies. MIS Quarterly Executive, 16(1): 1-17.
- Porter, M.E. 1996. What is strategy? Harvard Business Review, 61-78.

Forms of instruction and credit hours:

2 credit hours lectures (online format), 2 credit hours (lecture hall/online format) exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

- none

Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Assessments/Exams:
At the latest 14 days before the performance of the examination(s), the person responsible for the module decides whether the module examination is to be carried out either as a written examination (60 min) or case study or term paper or presentation or oral examination (in each case online or offline).
Responsible for the Module:
Professorship of International Management

Module:

International Taxation

Applicability of the module:

- BWL-Vert.: Accounting & Taxation (WPF)
- IMME-Vert.: International Management (WPF)
- ORBA-Vert.: Financial Engineering/Financial Management (WPF)
- ORBA-Wahlmodul
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich
- FINEC-Vertiefungsbereich (WPF)

Semester:

- BWL: 1st- 3rd semester
- IMME: 1st – 3rd semester
- ORBA: 1st – 3rd semester
- VWPA: 3rd semester
- EPA: 1st- 3rd semester
- FINEC: 3rd semester

Module objectives and intended study results:

The students

- become aware of basic problems and terms of international taxation,
- attain knowledge on international tax regulations,
- learn how to take into account taxes in international business transactions and how to measure tax burdens,
- gain knowledge of international tax planning strategies,
- learn how investment and financing decisions are affected by profit taxation.

Contents:

- Basic principles and terms of business taxation
- Measurement of tax burdens
- Double tax convention: OECD Model Convention
- Transfer pricing guidelines
- European principles and regulations of profit taxation
- International tax planning and profit shifting
- Taxation of multinational firms and cross-border investments
- Taxation of international mergers and acquisitions

References:

- Schreiber, U. (2013), International company taxation: An introduction to the legal and economic principles, Springer: Berlin Heidelberg.

Forms of instruction and credit hours:

2 credit hours lectures, 1 credit hour exercises

Language of instruction:

English

Prerequisites for attending:

- None

Previous knowledge recommendations:

The contents of the following modules from the bachelor program are recommended:

- Basic skills in finance and accounting are recommended.
- Skills in taxation are helpful but not a necessary prerequisite.

Work load and credits:

42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP

Frequency

Each winter semester

Assessments/Exams:

Written final exam (60 min), in the winter semester electronic online test for the acquisition of bonus points, which are only considered for grade improvement if the exam (winter semester) or the repeat exam (following summer semester) is passed
Responsible for the Module:
Professorship of Business Taxation

Module:

International Trade

Applicability of the module:

- VWPA compulsory 1st semester (Wiederholungsprüfung)
- EPA- Vertiefungsbereich (WPF)
- BWL-Vert.: Economics (WPF)
- IMME-Vert.: International Management (WPF)
- IMME-Wahlmodul
- ORBA-Wahlmodul

Semester:

- VWPA: compulsory 1st semester
- EPA: 1st- 3rd semester
- BWL: 1st- 3rd semester
- IMME: 1st- 3rd semester
- ORBA: 1st- 3rd semester

Module objectives and intended study results:

The students

- get introduced to the main theories of international trade and factor movements as well as all major topics of trade policy,
- are enabled to analyse any issue of international trade in a professional and analytically sound manner.

Contents:

- Trade Theory
  - Labour Productivity and Comparative Advantage
  - Factor Endowments and Income Distribution
  - Terms-of-Trade Effects in a Standard Trade Model
  - Economies of Scale and Imperfect Competition
  - The Idea of Heterogeneous Firms
- Theory of International Factor Movements
  - Labour Mobility
  - Capital Mobility
  - Knowledge Diffusion
- Trade Policy
  - Instruments
  - Political Economy
  - Infant Industry Arguments
  - Growth and Development
  - Past and Current Issues

References:

- Caves, R.; Frankel, J. A.; Jones, R. (2007): World Trade and Payments. 10th edition, Pear-son/Addison-Wesley: Boston [Mass.] et al.
- Gandolfo, G. (1998): International Trade Theory and Policy. Springer Verlag: Berlin et al.
- Krugman, P. R.; Obstfeld, M. (2012): International Economics – Theory and Policy. 9th edition, Pearson/Addison-Wesley: Boston [Mass.] et al.

Forms of instruction and credit hours:

3 credit hours lectures

Language of instruction:

English

Prerequisites for attending:
- none
Previous knowledge recommendations:
The contents of the following module are recommended - Microeconomics - Introduction to International Economics from the bachelor program "International Business and Economics" of the FWW or equivalent courses.
Work load and credits:
42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Assessments/Exams:
Written final exam (60 min) or online exam or written assignment
Responsible for the Module:
Chair of International Economics

Module:
Introduction to Computer Science for Engineers
Applicability of the module:
- ORBA-Vert.: Methods of Computer Science (WPF)
Semester:
- ORBA: Compulsory 1st or 2nd semester
Work load and credits:
56 hours attendance time and 244 learning hours incl. exam(s) [if applicable, missing knowledge from the Bachelor Program is to be acquired independently] /10 CP
Note:
Equivalent to “Introduction to Computer Science for ORBA” - It is not possible to attend both modules.
Responsible for the Module:
Professorship of Simulation (FIN)- Institut für Technische und Betriebliche Informationssysteme (ITI) For module description see: https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html

Module:

Introduction to Experiment Design with zTree

Applicability of the module:

- BWL-Vert.: Economics (WPF)
- BWL-Wahlmodul
- BWL-Vert.: Marketing & E-Business (WPF)
- EPA-Vertiefungsbereich (WPF)
- EPA-Ergänzungsbereich
- VWPA- Vertiefungsbereich (WPF)
- VWPA-Ergänzungsbereich
- IMME-Wahlmodul
- IMME-Vert.: Marketing (WPF)

Semester:

- BWL: 1st – 3rd semester
- EPA: 1st – 3rd semester
- VWPA: 1st – 3rd semester
- IMME: 1st – 3rd semester

Module objectives and intended study results:

The students:

- learn how to program features of experimental study-designs aimed at observing economic interactions in laboratory settings by using the experimental software zTree (programming experience is not necessary).
- are trained on how to implement theoretical design principles in context of behavioral laboratory and online experiments.
- are capable to establish links between practical experiment design, specific research questions and determinants of experimental control.
- are able, in plenary settings, to present in detail their programmed experiments with respect to advantages and disadvantages of chosen design features.

Contents:

Methodical expertise regarding conducting and interpreting behavioural experiments proofed to be extraordinarily powerful for economic research topics treating market dynamics, social policy and organisational processes in past decades. This lecture aims at providing an interactive introduction to the experimental programming software zTree as a tool for designing laboratory and online experiments. Thereby an interplay of input-sessions and task solving under supervision will serve as conceptual core guiding students through zTree features and common best practices of programming experiment designs.

Meanwhile the potential of direct methodical adaptations in private and public sector becomes increasingly apparent this lecture will also directly provide students with qualifications that are necessary to conduct an economic experiment in the context of a master-thesis. Note that this lecture complements the seminar “Applied Experimental Economics”, in which students design and run an economic experiment on their own.

References:

- Weimann, J. & Brosig-Koch, J. (2019). *Methods in Experimental Economics*. Springer.
- Fischbacher, Urs. "z-Tree: Zurich toolbox for ready-made economic experiments." *Experimental economics* 10.2 (2007): 171-178.

Forms of instruction and credit hours:

4 credit hours lectures

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:
Participants should be familiar with game theory and should have a basic knowledge of the experimental method. This lecture complements the seminar “Applied Experimental Economics”, which will take place in the winter semester 2021/2022 as well.
Work load and credits:
56 hours attendance time and 94 learning hours incl. exams / 5CP
Frequency
Winter-semester 2021/22
Assessments/Exams:
The module-related examination covers the following forms of examination: Development of a program for a laboratory experiment using zTree, oral presentation of the own program, preparation of a set of detailed slides for the presentation of the self-programmed experiment design.
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Chair of Behavioral Social Policy

Modulbezeichnung:

Investition und Finanzierung III: Engineering Economics

Verwendbarkeit des Moduls:

- BWL-Vert: Finance (WPF)
- BWL-Wahlmodul
- ORBA-Vert.: Financial Engineering /Financial Management (WPF)
- ORBA-Wahlmodul
- EPA-Ergänzungsbereich
- VWPA-Ergänzungsbereich

Studiensemester

- BWL: 1.- 3. Fachsemester
- ORBA: 1.- 3. Fachsemester
- EPA: 1.- 3. Fachsemester
- VWPA: 1.- 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- werden mit den lebensphasenbezogenen Problemstellungen von privatwirtschaftlichen Unternehmen vertraut gemacht.
- lernen die wesentlichen Methoden und Werkzeuge kennen, um finanzwirtschaftliche Probleme in der Gründungs-, Wachstums- und Liquidationsphase eines Unternehmens analysieren und bewerten zu können.
- erlernen die Vor- und Nachteile unterschiedlicher Finanzierungsformen
- und erlangen die Fähigkeit deren Vorteilhaftigkeit kontextspezifisch berechnen zu können.

Inhalt:

- Lebensphasenbezogene Problemstellungen von Unternehmen im Bereich von Investition und Finanzierung (Gründungs-, Wachstums- und Liquidationsphase)
- Projektbewertung mittels Risikoanalyse/Simulationstechniken
- Finanzwirtschaftliche Bewertung von Technologieunternehmen
- Formen der Unternehmensfinanzierung, Kapitalstrukturtheorie
- Simultane Investitions- und Finanzplanung mittels mathematischer Programmierung

Literaturhinweise:

- Park, C.S.: Fundamentals of Engineering Economics, Prentice Hall.
- Adam, D.: Investitionscontrolling, Oldenbourg.
- Hull, J.C.: Options, Futures and other Derivatives, Pearson Education
- Perridon, L., Steiner, M., Rathegeber, A.: Finanzwirtschaft der Unternehmung, Vahlen.
- Drukarczyk, J., Schüler, A.: Unternehmensbewertung, Vahlen.
  (vorrangig aktuelle Auflagen)
- Vorlesungsbegleitende Materialien, Übungsunterlagen

Lehrformen und SWS:

2 SWS Vorlesung, 2 SWS (Hörsaal-)Übung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

Der Modulverantwortliche behält sich bis zum Beginn der Prüfungsanmeldung vor, Prüfungsvorleistungen für die Zulassung zur Prüfung zu fordern und diese in die Bewertung der Prüfung einfließen zulassen.

Empfehlungen für die Teilnahme:

Modul „Investition und Finanzierung“ bzw. äquivalente Kurse

Arbeitsaufwand und Credit Points:

56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5CP

Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet der Modulverantwortliche, ob die Modulprüfung entweder als schriftliche Prüfung (Klausur, 60min, schriftlich), als mündliche Prüfung, als mündlichen Prüfung via Internet oder als Hausarbeit durchgeführt wird.
Anmerkung:
Für dieses Modul ist nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Innovations- und Finanzmanagement

Module:
Machine Learning
Applicability of the module:
- ORBA-Vert.: Methods of Computer Science (WPF)
Semester:
- ORBA: 1st– 3rd semester
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Responsible for the Module:
Faculty of Computer Science For module description see: https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html

Module:
Macroeconomic Analysis
Applicability of the module:
- VWPA compulsory 1st semester - EPA compulsory 1st semester - FINEC compulsory 1st semester - BWL-Vert.: Economics (WPF) - IMME-Wahlmodul - ORBA-Wahlmodul
Semester:
- VWPA: compulsory 1st semester - EPA: compulsory 1st semester - FINEC: Compulsory 1st semester - BWL: 1st- 3rd semester - IMME: 1st - 3rd semester - ORBA: 1st- 3rd semester
Module objectives and intended study results:
The students - acquire knowledge of the empirics of growth and business cycles - develop a thorough understanding of the basic models of economic growth, - are able to identify the sources and amplifiers of aggregate fluctuations, and - are empowered to study macroeconomic models independently and self-reliantly.
Contents:
- Empirical evidence on long-run growth - Growth theory with exogenous technical progress - Long-run unemployment - Empirical evidence on business cycles - Consumption theory - Asset Pricing and investment - Monetary Policy
References:
- Sorensen and Whitta-Jacobsen (2010), Introducing Advanced Macroeconomics. Growth and Business Cycles, 2nd ed., McGraw-Hil
Forms of instruction and credit hours:
2 credit hours lectures, 2 credit hours exercises
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
- Intermediate knowledge of Microeconomcis and Macroeconomics
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Assessments/Exams:
Written final exam (60 min)
Responsible for the Module:
Professorship of Economics

Module:

Marketing Methods and Analysis

Applicability of the module:

- IMME compulsory 2nd semester
- BWL-Vert.: Marketing & E-Business (PF)
- BWL-Wahlmodul
- ORBA-Wahlmodul

Semester:

- IMME: Compulsory 1st or 2nd semester
- BWL: 1st– 3rd semester
- ORBA: 1st - 3rd semester

Module objectives and intended study results:

Students

- examine the role of marketing research in formulating marketing research problems,
- develops basic skills in conducting and evaluating marketing research projects,
- acquire new knowledge in research design, methods of data collection (including data collection instruments, sampling, and field operations), and essential data analysis techniques,

acquire new knowledge in working with IBM SPSS Statistics in order to apply the methods taught in the lectures.

Contents:

- The role and value of marketing research information
- The marketing research process
- Designing the marketing research project
- Gathering and collecting data
- Data preparation and analysis (e.g., hypothesis tests, ANOVA, regression analysis, factor analysis, cluster analysis)
- Principles of qualitative research

References:

- Sarstedt, M. and E. A. Mooi (2019). A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics. 3rd edition, Springer: Berlin et al.

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

- marketing principles and basic statistics.

Work load and credits:

56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP

Frequency

Each summer semester

Assessments/Exams:

Due to the current COVID-19 pandemic the procedure about the type of examination is uncertain. In general, a written exam (60 min), if necessary in online format, is preferred. The responsible person of the module therefore determines the type of examination (online or offline) based on the respective study and examination regulations latest 14 days before the examination.

Responsible for the Module:
Professorship of Marketing

Modulbezeichnung:

Master-Thesis mit Kolloquium

Verwendbarkeit des Moduls:

Pflichtmodul

Studiensemester

- 4. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden
- entwickeln ein Verständnis für die Problematik der Findung und Formulierung einer Forschungsfrage,
- erhalten einen Einblick in die Planung und Durchführung eines eigenen Forschungsvorhabens, welches an die Inhalte des Studiengangs anknüpft,
- erwerben die Fähigkeit, eine wissenschaftliche Arbeit zu erstellen und zu verteidigen,
- sind in der Lage, sich mit den Arbeitsergebnissen anderer Teilnehmenden des Kolloquiums auseinanderzusetzen.

Inhalt:

Alle Studierenden, die im betreffenden Semester eine Master-Thesis in dem entsprechenden Schwerpunkt erstellen, nehmen an dem Kurs teil. Im Rahmen des Kurses werden
- Forschungsfragen definiert,
- Zwischenergebnisse und Ergebnisse präsentiert und diskutiert,
- die Erstellung der Master Thesis begleitet.

Dabei wird ein breites Spektrum von Einzelaspekten des gewählten Schwerpunktes inhaltlich wiederholt und vertieft. Die Thesis kann anwendungsorientiert, z. B. in Kooperation mit Unternehmen oder Organisationen, gestaltet werden und somit auch der konkreteren Positionierung auf dem außeruniversitären Arbeitsmarkt dienen.

Literaturhinweise:

- nach Absprache mit dem jeweiligen Betreuer

Lehrformen und SWS:

2SWS zusätzliche Sitzungen in kleineren Gruppen können stattfinden
Die Veranstaltung ist wie ein Forschungskolloquium organisiert, bei dem Studierende aus laufenden Projekten erste Ergebnisse und offene Fragen vorstellen und mit Betreuer*innen und Kommiliton*innen diskutieren.

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

- keine

Arbeitsaufwand und Credit Points:

28 Präsenzstunden und 872 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 30 CP

Häufigkeit des Lehrangebots:

Jedes Semester

Leistungsnachweise/Prüfung:

Erstellung der Master-Thesis; Teilnahme am Kolloquium
(Die Zeit von der Ausgabe des Themas bis zur Abgabe der Masterarbeit beträgt einschließlich einer vierwöchigen Einlesezeit 5 Monate.)

Anmerkung:

Für dieses Modul ist vier Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.

Modulverantwortliche(r):

Studiengangsbeauftragte(r) sowie die jeweils das Modul anbietende Professur

Module:
Master-Thesis with Research Seminar
Applicability of the module:
Compulsory module
Semester:
- 4th semester
Module objectives and intended study results:
The students - develop the ability to find and define a research project, - gain insight in the planning and realization of an own research project, - acquire the ability to write and present a research paper, - acquire the ability to academically discuss other students' research
Contents:
In the course of this seminar, the students - define and realize a research project, - present the (preliminary) results of their research and - write their Master's Thesis. The thesis project may have a scientific or an applied research focus. Cooperation with firms or other organizations is possible.
References:
- none
Forms of instruction and credit hours:
2 credit hours additional meetings in smaller groups may take place The module is organized as a research colloquium, where students have to present first results of their projects and discuss open questions.
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
- none
Work load and credits:
28 hours attendance time and 872 learning hours incl. exam(s) / 30 CP
Frequency
Each semester
Assessments/Exams:
Master-Thesis, Presentation The time between the issue of the topic and submission of the Master thesis is five months (including four weeks reading time).
Note:
A withdrawal of the exam registration is not possible for this module after four weeks of registration.
Responsible for the Module:
Course Coordinator, Professorship that offers the module

Modulbezeichnung:
Methoden der experimentellen Wirtschaftsforschung
Verwendbarkeit des Moduls:
- VWPA Pflicht 2. Fachsemester - BWL-Vert.: Economics (WPF) - BWL-Wahlmodul
Studiensemester
- VWPA: Pflicht 2. Fachsemester - BWL: 1.- 3. Fachsemester
Modulziele und angestrebte Lernergebnisse:
Die Studierenden - lernen die grundlegende Methodik der experimentellen Wirtschaftsforschung kennen. - erwerben Kenntnisse über wissenschaftstheoretische Einordnung der experimentellen Methode in den Kanon der Instrumente der ökonomischen Forschung - lernen wichtige experimentelle Befunde beispielhaft kennen - erwerben alle Fertigkeiten und Kenntnisse, die notwendig sind, experimentelle Forschung zu betreiben - sind in der Lage, die methodische Qualität experimenteller Forschung zu bewerten und selbst Experimente auf hohem methodischem Niveau durchzuführen.
Inhalt:
- Teil I: Die Einordnung der experimentellen Methode in die Wissenschaftsgeschichte der Ökonomik und in das Zusammenspiel von normativer Theorie und Experimenten. - Teil II: Die grundlegende Methodik ökonomischer Experimente und beispielhafte Experimente. - Teil III: Die praktische Durchführung ökonomischer Experimente.
Literaturhinweise:
- Weimann, J., Brosig-Koch J. (2019): Methoden der experimentellen Wirtschaftsforschung, Heidelberg, Springer Verlag
Lehrformen und SWS:
2 SWS Vorlesung, 2 SWS Übung
Unterrichtssprache:
Deutsch
Teilnahmevoraussetzungen:
- Keine
Empfehlungen für die Teilnahme:
- Keine
Arbeitsaufwand und Credit Points:
56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP
Häufigkeit des Lehrangebots:
Jedes Sommersemester
Leistungsnachweise/Prüfung:
Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet die/der Modulverantwortliche, ob die Modulprüfung entweder als schriftliche Prüfung (60 min.), als mündliche Prüfung, als mündliche Prüfung via Internet oder in Form einer Hausarbeit durchgeführt wird. Die mündliche Prüfung kann zwischen 15 und 20 Minuten dauern. Sie kann online abgenommen werden. Eine Gruppenprüfung mit bis zu drei Teilnehmenden wird nicht ausgeschlossen.
Anmerkung:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Wirtschaftspolitik

Modulbezeichnung:

Methoden der Mathematischen Optimierung

Verwendbarkeit des Moduls:

- BWL- Vert.: Logistics & Operations Management (WPF)
- IMME-Wahlmodul
- EPA-Ergänzungsbereich (WPF)
- ORBA-Vert.: Quantitative Methods (WPF)

Studiensemester

- BWL: 1.-3. Semester
- IMME: 1.-3. Semester
- EPA: 1.-3. Semester
- ORBA: 1.-3. Semester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- können verschiedene Optimierungsprobleme klassifizieren und geeignete mathematische Methoden auswählen,
- verstehen die mathematischen Prinzipien bei der Beschreibung und Lösung von Optimierungsproblemen,
- wissen um die unterschiedliche Komplexität der betrachteten Problemklassen,
- haben ein grundlegendes Verständnis für die Implementierung mathematischer Methoden in Software und können bereitgestellte Programme benutzen,
- können einfache Anwendungsprobleme so formulieren, dass sie durch Optimierungssoftware gelöst werden können.

Inhalt:

- Geometrie und Methoden der linearen und ganzzahligen Optimierung
- Algorithmen der kombinatorischen Optimierung, Netzwerkoptimierung
- Heuristiken und approximative Lösungsmethoden
- Optimalitätskriterien für nichtlineare Optimierungsprobleme
- Konvexe Optimierung
- Numerische Methoden der kontinuierlichen Optimierung

Literaturhinweise:

- Burkard, Zimmermann: Einführung in die Mathematische Optimierung, Springer,2012
- Scholz: Optimierung interaktiv, Springer, 2018
- Gritzmann: Grundlagen der Mathematischen Optimierung, Springer, 2013
- Nocedal, Wright: Numerical Optimization, Springer, 2006

Lehrformen und SWS:

2 SWS Vorlesung, 2 SWS (Hörsaal-)Übung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

- Mathematische Methoden I und II

Arbeitsaufwand und Credit Points:

56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP

Häufigkeit des Lehrangebots:

Jedes Wintersemester

Leistungsnachweise/Prüfung:

Klausur (60 min)

Modulverantwortliche(r):

Institut für Mathematische Optimierung (FMA)

Module:
Microeconomic Analysis
Applicability of the module:
- VWPA compulsory 1st semester (Wiederholungsprüfung) - EPA compulsory 1st semester - FINEC compulsory 1st semester - BWL-Vert.: Economics (WPF) - IMME-Wahlmodul - ORBA-Wahlmodul
Semester:
- VWPA: compulsory 1st semester - EPA: compulsory 1st semester - FINEC: Compulsory 1st semester - BWL: 1st- 3rd semester - IMME: 1st - 3rd semester - ORBA: 1st - 3rd semester
Module objectives and intended study results:
The students - acquire an analytical understanding of the determinants of individual decisions, - develop a thorough understanding of the consequences of decentralized decision-making for individual and firm behavior in partial equilibrium models, - analyse the existence, stability and efficiency properties of general equilibria.
Contents:
- Preference Relations and Utility Functions - Duality - Uncertainty - Production Technology and Profit Maximization - Cost Minimization and Cost Functions - General Equilibrium Analysis and Welfare
References:
- Jehle, G.; Reny, P. (2010): Advanced Microeconomic Theory. 3rd edition, Pearson/Addison - Wesley: Boston [Mass.] et al.
Forms of instruction and credit hours:
2 credit hours lectures, 2 credit hours exercises
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
The contents of the following module are recommended - Intermediate knowledge of Microeconomics and Macroeconomics
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Each winter semester
Exam prerequisite:
Successful completion of homework assignments.
Assessments/Exams:
Written online exam (60 min)

Responsible for the Module:
Professorship of Public Economics

Module:

Monetary Economics

Applicability of the module:

- VWPA-Vertiefungsbereich (WPF)
- EPA- Vertiefungsbereich (WPF)
- FINEC-Vertiefungsbereich (WPF)
- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Economics (WPF)
- IMME-Wahlmodul
- ORBA-Wahlmodul

Semester:

- VWPA: 1st- 3rd semester
- FINEC: 1st- 3rd semester
- BWL: 1st- 3rd semester
- IMME: 1st- 3rd semester
- ORBA: 1st- 3rd semester

Module objectives and intended study results:

The students

- get introduced into the fundamentals of financial markets and monetary systems,
- become acquainted with different monetary aggregates and financial assets,
- gain insight into typical problems like deriving yield- or risk-structures of interest rates,
- acquire knowledge about central bank systems,
- are enabled to cope with problems of money supply and interbank transactions.

Contents:

- Financial, money and payment systems
- Interest rates, yield and rates of return
- Behaviour of interest rates
- Risk and term structure of interest rates
- Central bank systems
- Banks and the money supply process

References:

- Mishkin, F. S. (2009): The Economics of Money, Banking, and Financial Markets. 9th edition, Pearson/Addison-Wesley: Boston [Mass.] et al.

Forms of instruction and credit hours:

2 credit hours lecture, 1 credit hour small group exercise

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

The contents of the following module are recommended

- Knowledge of Micro- and Macroeconomics

Work load and credits:

42 hours attendance time or online lessons (synchronous or asynchronous) and 108 learning hours incl. exam(s) / 5CP

Frequency

Each winter semester

Assessments/Exams:

Written final exam (60 min) or written assignment
Responsible for the Module:
Professorship of Monetary Economics and Public Financial Institutions

Module:
Natural Resource Economics
Applicability of the module:
- BWL-Vert.: Economics (WPF) - EPA- Vertiefungsbereich (WPF) - IMME-Vert.: Wahlmodul (WPF)
Semester:
- BWL: 1st – 3rd semester - EPA: 1st – 3rd semester - IMME: 1st -3rd semester
Module objectives and intended study results:
The students - Develop an understanding for systems of (non-) renewable resources in the production process - Acquire knowledge in microeconomic modelling of scarce resources - Become acquainted with dynamic economic models - Gain insights in the subject of the tragic of commons and open access resources
Contents:
- Biological growth function in the production process - Sustainability of resource use - Intertemporal welfare maximization - Renewable vs non-renewable resources - Fisheries and forestry as an example for models of renewable resource use
References:
- Perman, R. J., Ma, Y., Common, M., Maddison, D., & McGilvray, J. W. (2011). Natural resource and environmental economics. - Tietenberg, T., & Lewis, L. (2018). Environmental and natural resource economics. Routledge.
Forms of instruction and credit hours:
2 credit hours lectures
Language of instruction:
English
Prerequisites for attending:
- none
Previous knowledge recommendations:
The contents of the following module are recommended - general knowledge on microeconomic modelling is recommended
Work load and credits:
28 hours attendance time and **122** learning hours incl. exam(s) / **5** CP
Frequency
winter semester 2021/22
Assessments/Exams:
Written final exam (60 min)
Responsible for the Module:
Professorship of Economic Policy

Modulbezeichnung:

Organisationsgestaltung

Verwendbarkeit des Moduls:

- BWL-Vert.: Logistics & Operations Management (WPF)
- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Wahlmodul
- BWL-Vert.: Management & Entrepreneurship (WPF)
- IMME-Vert.: International Management (WPF)

Studiensemester

- BWL: 1.-3. Fachsemester
- IMME: 1.- 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Das Ziel der Veranstaltung ist der Erwerb eines vertiefenden Verständnisses

- eines ökonomischen Instrumentariums zum Treffen „guter" Entscheidungen über Organisationsalternativen,
- über ausgewählte Delegations-, Anreiz- und Kontrollprobleme sowie über moderne Organisationsformen,
- über die Anwendung verschiedener Modelle zur Beeinflussung des Verhaltens von Individuen in Organisationen.

Inhalt:

- Grundlagen der Organisationsgestaltung
- Delegationsprobleme:
  - Delegation an Individualentscheider
  - Delegation an Gremien
- Anreizprobleme:
  - Grundzüge der Prinzipal-Agenten-Theorie
  - Erweiterungen und Vertiefungen
- Kontrollprobleme:
  - Kontrollzwecke und –formen
  - Kontrolle als Entscheidungsproblem
- Neuere Organisationsformen

Literaturhinweise:

- Kräkel, M. (2015): Organisation und Management. 6. Auflage, Siebeck Verlag: Tübingen.
- Laux, H.; Liermann, F. (2005): Grundlagen der Organisation: Die Steuerung von Entscheidungen als Grundproblem der Betriebswirtschaftslehre. 6. Auflage, Springer Verlag: Berlin et al.
- Laux, H. (1979): Grundfragen der Organisation, Delegation, Anreiz und Kontrolle. Springer Verlag: Berlin et al.
- Schreyögg, G., Geiger, D. (2016): Organisation: Grundlagen moderner Organisations-gestaltung, 6. Auflage, Gabler: Wiesbaden.
- Staehle, W. (1999): Management – Eine verhaltenswissenschaftliche Perspektive, 8. Auflage, Verlag Vahlen: München.

Lehrformen und SWS:

2 SWS Vorlesung, 2 SWS (Hörsaal-) Übung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:
Empfohlen werden die Inhalte des Moduls „Entscheidungstheorie“ aus dem Bachelorprogramm der FWW.
Arbeitsaufwand und Credit Points:
56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP
Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet der/die Modulverantwortliche, ob die Modulprüfung entweder als Klausur (60 min) oder Fallstudie oder Hausarbeit oder Präsentation oder mdl. Prüfung (jeweils online oder offline) durchgeführt wird.
Modulverantwortliche(r):
Professur für Unternehmensführung und Organisation

Module:

Predictive Analytics and Forecasting

Applicability of the module:

- BWL-Vert.: Logistics & Operations Management (WPF)
- ORBA-Vert.: Supply Chain Management (WPF)
- ORBA- Wahlmodul

Semester:

- BWL: 1st- 3rd semester
- ORBA: 1st- 3rd semester

Module objectives and intended study results:

This course provides participants with the practical tools necessary for applying advanced discrete choice techniques (often simplified as logistic regression) to analyse and predict demand on the individual and market level. Note, mostly all customer related data is at its heart a sum of individual choices.
By examining actual case studies, students will be familiarized with problems of data collection, model formulation, testing, and forecasting and will gain hands-on application experience by using R software to estimate and test discrete choice models from real databases as well as perform and evaluate scenario predictions.

Knowledge / Understanding
Students

- understand the steps needed to build and validate model to analyse and predict choice behaviour;
- understand principles of (human) choice behaviour and how to make predictions.

Abilities / Skills
Students

- apply advanced R tools for choice data analytics, prediction, and adequate communication of results

Competencies

Students

- evaluate use-cases regarding their requirements for a choice data analytics project;
- evaluate predictions according to relevant metrics;
- build and validate formal choice models;
- consider operational aspects for deployment.

Contents:

Accurate predictions of the demand and market shares are critical for a wide variety of businesses and public organizations. Examples of applications include: predicting demand for a new product under alternative pricing strategies; designing a business plan for new technology; using facial expressions to predict emotional reactions; and analysing competitive scenarios for introducing a new telecommunication service. To accomplish these tasks, discrete choice analysis provides powerful methodological tools. Based on the modelling of individual behaviour, it is used to model in detail the structure of a market, and to predict the impact of various scenarios.

- *Fundamental methodology*, e.g. the foundations of individual choice modeling, random utility models, discrete choice models (binary and multinomial);
- *Data collection issues*, e.g. choice-based samples, choice experiments;
- *Model design issues*, e.g. specification of utility functions, generic and alternative specific variables;
- *Model estimation issues*, e.g. statistical estimation, testing procedures, simulation-based approaches;
- *Forecasting techniques*, e.g. aggregate predictions, sample enumeration, micro-simulation, elasticities, pivot-point predictions and transferability of parameters;

References:
- Koppelman, F. S., & Bhat, C. (2006). A self instructing course in mode choice modeling: Multinomial and nested logit models. U.S. Department of Transportation, Federal Transit Administration. - Train, E., Kenneth. (2009). Discrete choice methods with simulation. Cambridge University Press.
Forms of instruction and credit hours:
2 credit hours lectures, **2** credit hours (lecture hall) exercise
Language of instruction:
English
Prerequisites for attending:
none
Previous knowledge recommendations:
- Basic understanding of statistics and econometrics
Work load and credits:
56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP
Frequency
Winter term 2021/22
Assessments/Exams:
Take-Home-Exam (60 min)
Responsible for the Module:
Professorship of Operations Management

Module:

Pricing in Global and Local Competition

Applicability of the module:

- IMME-Vert.: Marketing (WPF)
- IMME-Wahlmodul
- BWL-Vert.: Marketing & E-Business (WPF)
- BWL-Wahlmodul
- ORBA-Wahlmodul
- EPA-Vertiefungsbereich (WPF)
- EPA-Ergänzungsbereich
- VWPA-Vertiefungsbereich (WPF)
- VWPA-Ergänzungsbereich

Semester:

- IMME: 1st- 3rd semester
- BWL: 1st- 3rd semester
- ORBA: 1st- 3rd semester
- EPA: 1st- 3rd semester
- VWPA: 1st- 3rd semester

Module objectives and intended study results:

The students

- acquire knowledge on competitive and behavioural pricing in various markets
- understand the game theoretical foundations of price interaction markets
- obtain analytic skills in modelling and studying market interaction and pricing
- develop and critically evaluate pricing concepts in teams

Contents:

- Market interaction models with horizontal, multi-channel, and platform competition.
- Consumer search, consumer type differentiation, and behavioural pricing strategies.

References:

- Belleflamme, Paul, and Peitz, Martin (2015): Industrial Organization: Markets and Strategies. Cambridge University Press.
- Raju, Jagmohan, and Zhang, Z. John (2010): Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability. FT Press.

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- None

Previous knowledge recommendations:

- Basics in microeconomics and basics in game theory.

Work load and credits:

56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP

Frequency

Each winter semester

Assessments/Exams:

No later than 14 days prior the examination, the module coordinator decides whether the final examination will be held as a written exam (60 min), a written exam (60 min) via the internet, an oral exam, an oral exam via the internet, or a term paper.

Responsible for the Module:

Module:

Scientific Project: Applications of Artificial Intelligence

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Logistics & Operations Management (WPF)
- ORBA- Vert.: Financial Engineering/ Financial Management
- ORBA-Vert.: Supply Chain Management
- FINEC- Vertiefungsbereich (WPF)

Semester:

- BWL: 3. Fachsemester
- ORBA: 3rd semester
- FINEC: 3rd semester

Module objectives and intended study results:

The students expand their knowledge of AI-based systems by designing, deploying, and evaluating AI-based decision support systems for a specific problem from various focus areas. The focus of the task can vary depending on the base task that is to be supported by the system. Examples include but are not limited to building prediction systems, building explanations for prediction systems (Explainable AI (XAI)), and dealing with a forceful change of system behavior (adversarial machine learning (AML)). At the end of the seminar, the students will …

- … have gained a more comprehensive knowledge of AI-based systems in general.
- … have been confronted with the challenges of AI-based systems.
- … have successfully build a system from scratch.
- … have gained a better understanding of the focus area (e.g., Finance)
- … have gained insides into the specific AI-related problem area (e.g., XAI, AML).
- … improve their problem-solving abilities.
- … improve their analytical skills.
- … improve their presentation skills.

Contents:

General content:

- The project seminar features state-of-the-art topics in the broad area of AI-based systems.
- The focus area can be chosen by the student from a broad range of areas to best suit the student's specialization. The main fields include but are not limited to Finance, Operations Management, and Economics.

Examples of specific topics:

- Predicting stock volatility using deep learning models
- Explaining maintenance models for NASA turbines
- Defending against adversarial attacks in online marketplaces
- Detecting concept drifts in financial time series: The case of GME

References:

- Bishop (2006): Pattern Recognition and Machine Learning. Springer.
- Heinrich (2019): Demystifying the Black Box: A Classification Scheme for Interpretation and Visualization of Deep Intelligent Systems. AMCIS 2019.
- Das &Rad (2020): Opportunities and Challenges in Explainable Artificial Intelligence (XAI): A Survey. arXiv.
- Huan et al. (2020): Deep learning in Finance and banking: A literature review and classification
- Heinrich et al. (2020): Fool me once, shame on you, fool me twice, shame on me: A taxonomy of attack and defense patterns for AI security. ECIS 2020.

Forms of instruction and credit hours:

4 credit hours scientific project

Language of instruction:

- English

Prerequisites for attending:

- none
Previous knowledge recommendations:
Some knowledge in one or more research area could be useful: – Statistics / Econometrics – Operations Research – Machine Learning
Workload and credits:
56 hours attendance time and 394 learning hours / 15 CP
Frequency:
Winter semester 2021/22
Assessments/Exams/Credits:
Scientific Project Report, Presentation, Prototype (virtual and/or physical), and, if applicable, program code, 15 CP
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Juniorprofessor for Data-Driven Decision Support

Modulbezeichnung:

Wissenschaftliches Projekt: Fallstudienbasierte Datenanalyse im Accounting

Verwendbarkeit des Moduls:

- BWL-Vertiefung: Accounting (WPF)

Studiensemester

- BWL: 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erwerben Fähigkeiten mit dem Umgang von Datenanalyse Software und Datenbanken (z.B. Tableau, SQL)
- sind in der Lage quantitative Datenanalyse zur Beantwortung komplexer betriebswirtschaftlicher Fragen zu verwenden
- lernen Informationen aus großen Datenmengen zu extrahieren und zu interpretieren
- sammeln Erfahrungen im Bereich der Bearbeitung von Fallstudien, der Teamarbeit und der Strukturierung umfangreicher Problemstellungen

Inhalt:

- Die Studierenden bearbeiten in Teams Fallstudien zu unterschiedlichen Fragestellungen aus dem Bereich Accounting. Die Beantwortung der Fragestellungen erfordert den Umgang mit und die Analyse von großen Datensätzen. Im Rahmen der betrachteten Fälle werden Tools zur Datenanalyse vermittelt und die Studierenden so in die Lage versetzt, Informationen zu erkennen, aufzubereiten und zu interpretieren.

Literaturhinweise:

- Friedl, G.; Hofmann, C.; Pedell, B. (2010): Kostenrechnung: Eine entscheidungsorientierte Einführung, 1. Auflage, Verlag Franz-Vahlen: München
- Grossmann, W.; Rinderle-Ma, S. (2015): Fundamentals of Business Intelligence, 1. Auflage, Springer Verlag: Heidelberg

Lehrformen und SWS:

4 SWS Seminar

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte der Module

- Interne Unternehmensrechnung
- Internes Rechnungswesen

oder Veranstaltungen mit vergleichbaren Inhalten

Arbeitsaufwand und Credit Points:

56 Präsenzstunden und **394** Stunden Zeit für Selbststudium inkl. Prüfungsleistungen / **15** CP

Häufigkeit des Lehrangebots:

Wintersemester 2021/2022

Leistungsnachweise/Prüfung:

Schriftliche Ausarbeitungen, Fallstudien, Präsentationen, Diskussionsbeiträge

Anmerkung:

Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Lehrstuhl für Unternehmensrechnung und Controlling

Module:

Scientific Project: Applied Experimental Economics

Applicability of the module:

- BWL-Vert.: Economics (WPF)
- BWL-Vert.: Marketing & E-Business (WPF)
- IMME-Vert.: Marketing (WPF)

Semester:

- BWL: 3nd semester
- IMME: 3rd semester

Module objectives and intended study results:

The students

- learn how to analyse features of experimental study-designs aimed at observing economic interactions in laboratory settings and interpreting related literature.
- are trained on how to implement theoretical design principles in context of experimental methods such as the widely used programming software zTree (programming experience recommended but not required).
- are capable to apply the tool box offered by experimental economics to specific research questions leading to scientifically sound statements.
  are able, in plenary settings, to discuss topics in experimental economics previously introduced to them but also learn how to transfer the acquired knowledge to unfamiliar subjects.

Contents:

- Methodical expertise regarding conducting and interpreting behavioural experiments proofed to be extraordinarily powerful for economic research topics treating market dynamics, social policy and organisational processes in past decades.
- Meanwhile, the potential of direct methodical adaptations in private and public sector becomes increasingly apparent and spread globally in recent years over sectors such as consulting, marketing, remuneration systems and negotiation strategies.

References:

- Weimann, J. & Brosig-Koch, J. (2019). *Methods in Experimental Economics*. Springer.
- J. Kagel & A.E. Roth (1995) Handbook of experimental economics Vol.1
- J. Kagel & A.E. Roth (2015) Handbook of experimental economics Vol. 2

Forms of instruction and credit hours:

4 credit hours project

Language of instruction:

English

Prerequisites for attending:

None

Previous knowledge recommendations:

- Participants should be familiar with game theory at least at a basic level.
- Sound knowledge in „Methods in Experimental Economics" is strongly recommended.

Work load and credits:

56 hours attendance time and 394 learning hours incl. exam(s) / 15CP

Frequency:

winter semester 2021/22

Assessments/Exams:

For the module there is a module-related examination which covers the following forms of examination: Writing (40%, approx. 3-10 pages) and presenting (30%, 15-45 minutes) a project paper; the extent depends on the topic of the seminar paper. Further, participation in the preparation and execution of the experiment (30%).

Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of Behavioral Social Policy

Module:

Scientific Project: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods

Applicability of the module:

- BWL-Vert.: Economics (WPF)
- IMME-Vert.: Entrepreneurship (WPF)
- FINEC-Vertiefungsbereich (WPF)

Semester:

- BWL: 3rd semester
- IMME: 3 rd semester
- FINEC: 3 rd semester

Module objectives and intended study results:

The students

- Acquire knowledge of advanced problems of empirical labor economics and related fields independently.
- Learn techniques to derive causal statements from observational data.
- Develop the ability to critically discuss scientific papers.
- Acquire presentation skills.
- Develop the ability to independently write a seminar paper.

Contents:

Possible topics of the research papers you will be working with:

- Effects of globalisation and automation on labor markets.
- Costs of job loss and firm closure due to economic crisis.
- Intergenerational and gender equity effects of worker displacement.
- Empirical labor economics.
- Advanced econometric methods.

References:

- Angrist and Pischke, 2008, Mostly Harmless Econometrics, Princeton University Press.
- Cameron and Trivedi, 2005, Microeconometrics, Cambridge University Press

Forms of instruction and credit hours:

2 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

none

Previous knowledge recommendations:

The contents of modules related to the following topics are recommended

- Statistics and Econometrics
- Microeconomics
- Labor Economics

Additionally, prior knowledge of statistical software (R or Stata) and knowledge of econometrics (econometric models) are required.

Work load and credits:

28 hours attendance time and **422** learning hours incl. exam(s) / **15** CP

Frequency

Winter semester 2021/2022

Assessments/Exams:
Project paper and oral presentation, short discussion of another project paper.
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of Economics: Productivity and Innovations

Module:
Scientific Project in E-Business
Applicability of the module:
- IMME-Vert.: Marketing (WPF) - BWL-Vert.: Marketing & E-Business (WPF)
Semester:
- IMME: 3rd semester - BWL: 3rd semester
Module objectives and intended study results:
The students - gain proficiency in designing, conducting, and evaluating research. - acquire knowledge on research methods and topical issues in research. - obtain skills in modelling and analysing economic issues. - learn to work productively in groups and coordinate with peers.
Contents:
- Projects consist of theoretical, empirical or experimental research that is carried out in a project group that consists of at least one student and one researcher from the chair. Additionally, the project may involve researchers from other groups at the OVGU, at other research institutions, or in private enterprises. - Research questions and research methods are discussed in the project group meeting. Various topics in the areas of marketing and market research, market design, behavioural economics, organization and management science may be covered. Methods include decision and game theory, experimental and empirical economics, choice-based and survey-based market research, data analytics, and cost-benefit analyses.
References:
- Mooi, Erik, Sarstedt, Marko, and Mooi-Reci, Irma (2018): Market research: the process, data, and methods using Stata. Springer Textbooks. - Daniel Friedman and Shayam Sunder (2010): Experimental Methods: A Primer for Economists. Cambridge University Press.
Forms of instruction and credit hours:
4 credit hours seminar
Language of instruction:
English
Prerequisites for attending:
- None
Previous knowledge recommendations:
The contents of the following module are recommended - Microeconomics - Basics in game theory
Work load and credits:
56 hours attendance time and 394 learning hours incl. exam(s) / 15 CP
Frequency
Winter semester 2021/22
Assessments/Exams:
Seminar paper and oral presentation
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of E-Business

Module:

Scientific Project in FinTech and Blockchain Innovations

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- ORBA- Vert.: Financial Engineering/ Financial Management
- FINEC- Vertiefungsbereich (WPF)

Semester:

- BWL: 3rd semester
- ORBA: 3rd semester
- FINEC: 3rd semester

Module objectives and intended study results:

The students expand their hands-on and interdisciplinary abilities by developing individual solutions to a self-chosen topic in the fields of financial modelling and forecasting, risk management and financial technologies based on e.g. Blockchain technology. In this context the students:

- get knowledge how to build financial models,
- experience how to implement the models in programming languages e.g. Python, Matlab,
- learn how to practically apply financial modeling tools to a concrete real world problem,
- acquire knowledge how to create virtual and/or physical prototypes to test and visualize their ideas,
- gain insights in the young and innovative field of FinTech and Blockchain.

Contents:

The project seminar is oriented towards current developments in the fields of FinTech and Blockchain innovations.

References:

- Huu Tue Huynh, Van Son Lai and Issouf Soumaré (2012): Stochastic Simulation and Applications in Finance with MATLAB® Programs. Wiley
- Melanie Swan (2015): Blockchain Blueprint for a New Economy. O'Reilly
- Ernest P. Chan (2017): Machine Trading: Deploying Computer Algorithms to Conquer the Markets. Wiley
- Yves Hilpisch (2014): Python for Finance. O'Reilly

Forms of instruction and credit hours:

4 credit hours scientific project

Language of instruction:

English and German

Prerequisites for attending:

none

Previous knowledge recommendations:

The contents of the following module are recommended

- Financial Engineering
- Engineering Economics
- Seminar: Computational Finance & Financial Management

Work load and credits:

56 hours attendance time and 394 learning hours / 15 CP

Frequency

Each Winter Semester

Assessments/Exams:

Scientific Project Report, Presentation, Prototype (virtual and/or physical)

Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship in Financial Management and Innovation Finance

Module:

Scientific Project: Innovation, Internationalization and Cross-Cultural Management

Applicability of the module:

- IMME-Vert.: International Management (WPF)

Semester:

- IMME: 3rd semester

Module objectives and intended study results:

The students
- gain insights into aspects of international management,
- acquire knowledge about scientific writing,
- develop the ability to gather and analyse data,
- learn to critically reflect on each other's work,
- enhance their presentation skills by presenting their results in a professional manner written and oral.

Contents:

- Students develop an overall understanding of the implications of acting in an international context. They plan and execute the scientific project applying techniques of academic research. Students are required to partake in quizzes to foster their knowledge about working scientifically, hold a presentation on a research proposal, write a seminar paper about the outcome of their research, and reflect on the analysis of fellow participants.

References:

- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. Strategic management journal, 20(2), 195-204.
- Hurley, A. E., Scandura, T. A., Schriesheim, C. A., Brannick, M. T., Seers, A., Vandenberg, R. J., & Williams, L. J. (1997). Exploratory and confirmatory factor analysis: Guidelines, issues, and alternatives. Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior, 18(6), 667-683.
- Mason, C. H., & Perreault Jr, W. D. (1991). Collinearity, power, and interpretation of multiple regression analysis. Journal of marketing research, 268-280.
- Further readings will be announced in class.

Forms of instruction and credit hours:

3 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

International Corporate Strategy

Previous knowledge recommendations:

The contents of the following module are recommended:
- International Corporate Strategy
- Marketing Methods and Analysis

Work load and credits:

42 hours attendance time, 408 learning hours incl. exam(s) / 15 CP

Frequency

winter semester 2021/22

Assessments/Exams:

Seminar paper and oral presentation (online) and assignments, participation in class (online)

Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of International Management

Module:

Scientific Project: International Marketing

Applicability of the module:

- BWL-Vert.: Marketing & E-Business (WPF)
- IMME-Vert.: Marketing (WPF)
- IMME-Vert.: International Management (WPF)

Semester:

- BWL: 3rd semester
- IMME: 3rd semester

Module objectives and intended study results:

Upon completion of this seminar, students

- will gain knowledge of whether and under which conditions the standardization or adaptation of product, price, place, and promotion are associated with different dimensions of export performance and how marketing capabilities are related to various facets of export performance.
- will learn how to use broad empirical evidence and meta-analytic procedures to make better marketing-related decisions.
- will gain knowledge of the meta-analytic methodology and will be able to reflect on a specific research area through the lense of meta-analytic evidence.

Contents:

Exporting is often the first step in the internationalization process of manufacturing firms and by far the most important mode of internationalization across the globe. The decision to standardize or to adapt product, price, place and promotion to foreign countries or regions is important for export performance. Furthermore, firm resources (i.e., financial resources, human resources etc.) are limited and, thus, firms need to invest these resources where they generate the highest economic outcome (e.g., invest in market orientation vs. other strategic orientations; invest in marketing capabilities vs. other capabilities). In the last three decades, a fast-growing stream of international marketing research has examined the role of marketing strategies (i.e., standardization/adaptation), strategic orientations (i.e., market orientation), and marketing capabilities for generating higher export performance (i.e., export intensity, financial export performance, market export performance, and strategic export performance). While marketing-related determinants have been extensively empirically studied, the findings are still inconclusive and partly conflicting. In this seminar, international teams of three students will learn how to use meta-analytic procedures to integrate previous quantitative empirical findings. Specifically, each team will focus on the relationship between (a) marketing-related determinant(s) and export performance (I) to determine the magnitude of the association and (II) to assess the role of conceptual, contextual, and methodological moderators (i.e., under which conditions is the relationship stronger or weaker). We will use the first four seminar sessions to develop an understanding of the topic of the seminar and to build the foundation for the use of the meta-analytic techniques (e.g., specific AI tools for the literature search and open access Excel tools and Internet-based tools for the actual meta-analysis). Afterwards, weekly Q&A sessions are offered during which the teams have the opportunity to ask questions to clarify open issues. At the end of the seminar each team submits a seminar paper (about 25 text pages) and presents as well as discusses their findings with the other teams (15 minute presentation and 10 minute discussion). Each step of the literature search and meta-analytic procedure is explained in detail and students' should not be afraid of this approach. In guiding your decision to participate in this seminar please read the following three articles to gain a better understanding of the topic and the method:

1) Tan, Q., & Sousa, C. M. (2013). International marketing standardization. *Management International Review*, *53*(5), 711-739.

2) Shoham, A. (2003). Standardization of international strategy and export performance: a meta-analysis. *Journal of Global Marketing*, *16*(1-2), 97-120.

3) Leonidou, L. C., Katsikeas, C. S., & Samiee, S. (2002). Marketing strategy determinants of export performance: a meta-analysis. *Journal of Business Research*, *55*(1), 51-67.

References:

- A general reading list, covering the method, is provided in the course syllabus - Each team will receive a shared folder with starting literature tailored to each topic - General reading related to each part of the paper (introduction, theory, method, results, and discussion) are provided in the course syllabus
Forms of instruction and credit hours:
4 credit hours seminar
Language of instruction:
English
Prerequisites for attending:
none
Previous knowledge recommendations:
none
Work load and credits:
56 hours attendance time and 394 learning hours / 15 CP
Frequency
Winter semester 2021
Assessments/Exams:
- Team assignment: Academic paper (80%) - Team assignment: Presentation of the academic paper (20%)
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
PD Dr. Christopher Schlägel

Module:

Scientific Project: Lessons from the cryptocurrency market

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- FINEC-Vertiefungsbereich (WPF)
- ORBA-Vert.: Financial Engineering

Semester:

- BWL: 3rd semester
- FINEC: 3rd semester
- ORBA: 3rd semester

Module objectives and intended study results:

The students
- gain knowledge about state-of-the-art research on cryptocurrency market,
- develop the competence to prepare, comprehend and discuss relevant literature,
- are capable to prepare and analyze data,
- learn to efficiently present their empirical results.

Contents:

Empirical analysis

References:

- Bouri, E., Roubaud, D., & Shahzad, S. J. H. (2020). Do Bitcoin and other cryptocurrencies jump together? *The Quarterly Review of Economics and Finance*, 76, 396-409.
- Griffin, J. M., & Shams, A. (2020). Is Bitcoin Really Untethered? *The Journal of Finance*, 76(4), 1913-1964.
- Foley, S., Karlsen, J. R., & Putniņš, T. J. (2019). Sex, drugs, and bitcoin: How much illegal activity is financed through cryptocurrencies? *The Review of Financial Studies*, 32(5), 1798-1853.

Forms of instruction and credit hours:

4 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

-

Previous knowledge recommendations:

The content of the following modules is highly recommended:
- Stochastic Processes
- Behavioral Finance

Work load and credits:

56 hours attendance time and **394** learning hours incl. exam(s) / **15** CP

Frequency

Winter semester

Assessments/Exams:

Empirical data analysis; presentation slides and oral presentations (online)

Note:

A withdrawal of the exam registration is not possible for this module after two weeks of registration.

Responsible for the Module:

Chair of Banking and Finance

Module:

Scientific Project: Management Science

Applicability of the module:

- ORBA-Vertiefung: Supply Chain Management (WPF)
- BWL-Vertiefung: Logistics & Operations Management (WPF)

Semester:

- ORBA: 3rd semester
- BWL: 3rd semester

Module objectives and intended study results:

The students

- are able to analyse a complex business decision making process with quantitative methods,
- extend their knowledge on modelling, development and implementation of analytical solution techniques for theoretical and/or practical problems,
- have the ability to select and apply solution techniques and corresponding software tools from the area of business analytics and operations research,
- learn to plan and manage complex research and development projects alone or in heterogeneous project teams,
- develop skills to analyse their analytical approach and results critically from different perspectives (research/practice),
- enhance their ability to work in heterogeneous teams.

Contents:

- Depend on the individual project, which can be related to ongoing research of the chair and/or problems from industry
- State-of-the-art methods of business analytics and operations research, e.g.
    - Mathematical modelling, exact optimization, heuristics
    - Intelligent data analysis, data mining, simulation

References:

- Depend on the individual project.
- Literature review is part of the project.

Forms of instruction and credit hours:

4 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

A seminar in Management Science or Operations Management is expected.
Depending on the particular topic, the contents of the following modules are recommended

- Combinatorial Optimization in Production & Logistics
- Introduction to Metaheuristics
- Approximate Dynamic Programming for Stochastic and Dynamic Decision Making
- Further classes from Management Science or Operations Management

Work load and credits:

56 hours attendance time and 394 learning hours, 15CP

Frequency

Winter Semester 2020/2021

Assessments/Exams:

Preliminary: Project exposé (10%), mid-term presentation (15%), final presentation (25%), written thesis (50%). For successful completion of the module, all required assessments must be passed, individually

Note:

A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of Management Science

Module:
Scientific Project: Practical Implications of Marketing Theory
Applicability of the module:
- BWL Vert.: Marketing & E-Business (WPF) - IMME Vert.: Marketing (WPF)
Semester:
- BWL: 3rd semester - IMME: 3rd semester
Module objectives and intended study results:
Students - apply their knowledge in marketing-related practice projects, - productively work with different cooperation partners from a more practical point of view, - gain competences to adequately present a marketing research project developed through a team work, and - develop skills to participate in an academic and practical discussion about their findings.
Contents:
- Consumer behavior - Consumer decision making - Brand management - Marketing research methods - Marketing experiments
References:
- Topic dependent
Forms of instruction and credit hours:
4 credit hours seminar
Language of instruction:
English and German
Prerequisites for attending:
– none
Previous knowledge recommendations:
- Participants should have knowledge in marketing and statistics.
Work load and credits:
450 hours (attendance time or learning hours) incl. exam(s) / 15 CP
Frequency
Winter semester 2020/2021
Assessments/Exams:
Research report of applied marketing research methods, presentation, partly supporting experiment conductance
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Professorship of Marketing

Modulbezeichnung:

Wissenschaftliches Projekt: Wirtschaftsprüfung zur Sicherstellung von Rechnungslegungsqualität und Verhinderung von Fraud - Ausgewählte Aspekte im europäischen Vergleich

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)

Studiensemester

- BWL: 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erwerben Kenntnisse im Bereich der Forschung und Praxis zu Rechnungslegungsqualität, Wirtschaftsprüfung und Fraud, insbesondere im europäischen Kontext,
- lernen dabei „Klassiker" sowie aktuelle Forschungsströmungen in den o.g. Bereichen kennen und einzuordnen,
- entwickeln die Fähigkeit Fragestellungen in eigenverantwortlicher und selbständiger Arbeit problem- und zielorientiert zu betrachten,
- wenden die im Studium erlernten Analyse- und Forschungsmethoden an und vertiefen diese in einem eigenverantwortlich durchgeführten Projekt unter Betreuung,
- sind in der Lage gruppeninterne Konflikte durch arbeitsteilige Vorgehensweisen zu lösen und erweitern ihre Teamfähigkeit.

Inhalt:

- Aktuelle Herausforderungen und Fragestellungen im Bereich Accounting, insb. Rechnungslegungsqualität, Wirtschaftsprüfung und Fraud
- Unterschiede und Gemeinsamkeiten des europäischen Abschlussprüfungsmarkts
- Analyse der relevanten wissenschaftlichen Literatur und Diskussion
- Aufbau und Organisation eines Forschungsprojekts unter Verwendung unterschiedlicher Methoden
- Datenerhebung/-sammlung und -aufbereitung
- Präsentation und Diskussion der Themen und Arbeiten
- Wissenschaftliche Arbeit schreiben und verteidigen

Literaturhinweise:

- Wissenschaftliche Grundlagenliteratur, projektabhängige Literatur

Lehrformen und SWS:

4 SWS Scientific Project

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte des Moduls

- Academic Skills
- Veranstaltungen im Bereich Accounting

Arbeitsaufwand und Credit Points:

Bis zu **56** Präsenzstunden und **394** Stunden Zeit für Selbststudium inkl. Prüfungsleistung(en)/ **15** CP

Häufigkeit des Lehrangebots:

Wintersemester 2021/2022
Leistungsnachweise/Prüfung:
Datenerhebung/-sammlung und -aufbereitung, Seminararbeit (ggf. Gruppenarbeit), Präsentation(en), Diskussion, ggf. Teilnahme an Seminarterminen und Exkursion
Anmerkung:
Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Lehrstuhl für BWL, insb. Unternehmensrechnung/Accounting

Modulbezeichnung:

Seminar: „Aktuelle Herausforderungen im Sportmanagement“

Verwendbarkeit des Moduls:

- BWL-Vert.: Management & Entrepreneurship (WPF)
- BWL-Wahlmodul

Studiensemester

- BWL. 2. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- vertiefen erworbene Kenntnisse auf dem Gebiet des Sportmanagements, mit Rückgriff auf wissenschaftliche Primärliteratur in deutscher und englischer Sprache bzw. einschlägige Datenquellen,
- festigen erlernte und erwerben ggf. weitere Techniken des wissenschaftlichen Arbeitens,
- sind in der Lage, eine wissenschaftliche Arbeit zu erstellen und zu präsentieren, erwerben die Fähigkeit, sich wissenschaftlich mit den Arbeitsergebnissen anderer Seminarteilnehmer auseinanderzusetzen.

Inhalt:

- Die Betriebswirtschaftslehre als entscheidungsorientierte Realwissenschaft beschäftigt sich in all ihren Facetten mit dem Treffen ökonomisch „guter“ Entscheidungen.
- Den Teilnehmern des Seminars werden hier verschiedene Methoden zur Entscheidungsfindung im Bereich des Sportmanagements vorgestellt und kritisch diskutiert.

Literaturhinweise:

- Bänsch, A. / Alewell, D. (2013): Wissenschaftliches Arbeiten, 11. Auflage, Oldenbourg Verlag: München.
- Theisen, M. R. (2013): Wissenschaftliches Arbeiten: Technik – Methodik – Form. 16. Auflage, Vahlen Verlag: München.
- entscheidungstheoretische Grundlagenliteratur:
    - Eisenführ, F. / Weber, M. / Langer, T. (2010): Rationales Entscheiden, 5. Auflage, Springer Verlag: Berlin [u.a.]
    - Laux, H. / Gillenkirch, R. / Schenk-Mathes, H.: (2014): Entscheidungstheorie, 9. Auflage, Springer Verlag: Berlin [u.a.]
- Nowak, G. (Hrsg.) (2019): Angewandte Sportökonomie des 21. Jahrhunderts, Springer Verlag: Wiesbaden.
- Horch, H.-D. / Schubert, M. / Walzel, S. (2014): Besonderheiten der Sportbetriebslehre, Springer Verlag: Berlin [u.a.].
- durch den Lehrstuhl zur Verfügung gestellte themenspezifische Literatur

Lehrformen und SWS:

2 SWS Seminar

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte der Module „Strategische Unternehmensführung“, „Personalplanung“, „Personalführung“, „Strategisches Management“ und „Organisationsgestaltung“.

Arbeitsaufwand und Credit Points:

28 Präsenzstunden und 272 Stunden Zeit für Selbststudium inkl. Prüfungsleistung(en)/ 10CP
Häufigkeit des Lehrangebots:
Wintersemester 2021/22
Leistungsnachweise/Prüfung:
Seminararbeit, Ergebnispräsentation und bewertete Diskussionsbeiträge
Anmerkung:
Das Seminar ist nur dann bestanden, wenn alle erforderlichen Prüfungsleistungen mindestens mit „ausreichend“ bewertet worden sind. Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Unternehmensführung und Organisation

Module:
Seminar: Computational Finance and Financial Management
Applicability of the module:
- BWL-Vert.: Finance (WPF) - ORBA-Vert.: Financial Engineering/ Financial Management (WPF) - FINEC-Vertiefungsbereich (WPF)
Semester:
- BWL: 2nd semester - ORBA: 2nd semester - FINEC: 2nd semester
Module objectives and intended study results:
The students - Become familiar with modeling tools for financial options and option pricing, - acquire basics in generating random numbers with specific distributions, - learn to perform a Monte Carlo simulation, - get knowledge in numerical methods e.g. the finite element method, - learn how to solve financial problems in programming languages e.g. Python, Matlab.
Contents:
- The seminar is oriented towards current developments in the fields of computational finance and financial management.
References:
- Rüdiger U. Seydel (2017): Tools for Computational Finance. Springer Verlag - Yves Hilpisch (2014, 2018): Python for Finance. O'Reilly
Forms of instruction and credit hours:
2 credit hours seminar
Language of instruction:
English
Prerequisites for attending:
none
Previous knowledge recommendations:
The contents of the following module are recommended - Engineering Economics - Financial Engineering
Work load and credits:
28 hours attendance time and 272 learning hours / 10 CP
Frequency
Winter semester 2020/2021
Assessments/Exams:
Seminar paper, presentation, active participation in the discussion
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship in Financial Management and Innovation Finance

Module:

Seminar: Consequences of Labor Market Shocks – Understanding Advanced Microeconometric Methods

Applicability of the module:

- VWPA Vertiefungsbereich (WPF)
- EPA-Vertiefungsbereich (WPF)
- VWPA Ergänzungsbereich
- EPA-Ergänzungsbereich
- BWL-Vert.: Economics (WPF)
- IMME-Vert.: Entrepreneurship (WPF)
- FINEC-Vertiefungsbereich (WPF)

Semester:

- BWL: 2nd semester
- IMME: 2nd semester
- EPA/VWPA: 2nd or 3rd semester
- FINEC: 2nd semester

Module objectives and intended study results:

The students

- Acquire knowledge of advanced problems of empirical labor economics and related fields independently.
- Learn techniques to derive causal statements from observational data.
- Develop the ability to critically discuss scientific papers.
- Acquire presentation skills.
- Develop the ability to independently write a seminar paper.

Contents:

Possible topics of the research papers you will be working with:

- Effects of globalisation and automation on labor markets.
- Costs of job loss and firm closure due to economic crisis.
- Intergenerational and gender equity effects of worker displacement.
- Empirical labor economics.
- Advanced econometric methods.

References:

- Angrist and Pischke, 2008, Mostly Harmless Econometrics, Princeton University Press.
- Cameron and Trivedi, 2005, Microeconometrics, Cambridge University Press

Forms of instruction and credit hours:

2 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

Successful completion of Module “Econometrics” is mandatory.

Previous knowledge recommendations:

The contents of modules related to the following topics are recommended

- Statistics and Econometrics
- Microeconomics
- Labor Economics

Work load and credits:

28 hours attendance time and **272** learning hours incl. exam(s) / **10** CP

Frequency

Winter semester 2021/2022
Assessments/Exams:
Seminar paper and oral presentation, short discussion of another seminar paper.
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of Economics: Productivity and Innovations

Module:
Seminar: Current Topics in Labor and Social Economics
Applicability of the module:
- BWL-Vert.: Economics (WPF) - IMME-Wahlmodul - EPA/VWPA-Vertiefungsbereich (WPF) - FINEC-Vertiefungsbereich (WPF)
Semester:
- BWL: 2nd semester - IMME: 2nd semester - EPA/VWPA: 2nd or 3rd semester - FINEC: 2nd semester
Module objectives and intended study results:
The students - become acquainted with current topics in labor and social economics, - acquire skills to analyze such topics with modern theoretical methods, - develop a deeper understanding of the interrelation between labor market and social policies, - learn to acquire new skills through self-study, - acquire knowledge on how to present the theoretical models and research findings, expand their ability to critically analyze and discuss the findings of their peers.
Contents:
The seminar covers different topics in labor and social economics, e.g. Labor Taxes and Subsidies, Minimum Wages, Retirement Policies, Employment Protection Legislation, Social Dynamics, Wealth and Poverty, Family Policies, Migration, and Active Labor Market Policies.
References:
Research articles will be provided at the beginning of the semester.
Forms of instruction and credit hours:
4 credit hours seminar
Language of instruction:
English
Prerequisites for attending:
None
Previous knowledge recommendations:
Successful completion of the following modules is recommended - Microeconomic Analysis
Work load and credits:
56 hours attendance time and **244** learning hours incl. exam(s) / **10** CP
Frequency
Winter semester 2021/2022
Assessments/Exams:
Seminar paper, presentation, seminar summary, active participation and discussion, 10 CP
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of Public Economics

Module:

Seminar: Client-Centered Innovation

Applicability of the module:

- IMME-Vert.: Entrepreneurship (WPF)
- IMME-Vert.: Internationales Management (WPF)

Semester:

- IMME: 2nd semester

Module objectives and intended study results:

The students

- work on a case setting in the food sector and learn about the specific circumstances of the industry,
- Learn innovation processes and techniques and apply those methods to develop an innovative solution themselves
- learn tools of consultancy and to promote the solution to the client,
- acquire experience in project management by working independently and self-reliant on their seminar topic,
- practice their team-working skills while working in teams,
- present their results and learn to critically reflect on each other's work

Contents:

- The seminar includes insights from a Hamburg based start-up from the food sector and focuses on digital and sustainable solutions
- The seminar will provide students with methods for analysing international markets, trends and technologies and consulting clients with their insights.
- Students will be trained on innovation techniques and processes and use these methods to develop a sustainable, innovative solution themselves for the target market. Students then prepare the solution implementation, and thereby apply strategic management.

References:

- Micheli, P., Wilner, S. J., Bhatti, S. H., Mura, M., & Beverland, M. B. (2019). Doing design thinking: Conceptual review, synthesis, and research agenda. Journal of Product Innovation Management, 36(2), 124-148.
- Morschett, D., Schramm-Klein, H., Zentes, J. (2015): Strategic international management. 3rd edition, Springer Gabler: Wiesbaden
- Peng, M. W. (2014): Global Strategic Management. 3rd edition, South Western: Cancage Learning.
- Porter, M.E. 1996. What is strategy? Harvard Business Review, 61-78.
- Rothaermel, F. T. (2015): Strategic management – Concepts and Cases. McGraw-Hill/Irwin: New York
- Shapira, H., Ketchie, A., & Nehe, M. (2017). The integration of design thinking and strategic sustainable development. Journal of Cleaner Production, 140, 277-287.
- Further readings will be announced in class.

Forms of instruction and credit hours:

2 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

None

Previous knowledge recommendations:

The contents of the following module are recommended

- International Corporate Strategy

Work load and credits:

28 hours attendance time and 272 learning hours incl. exam(s) / 10 CP

Frequency

Winter Semester 2021/2022
Assessments/Exams:
Seminar paper and oral presentation(online) and assignments, participation in class (online)
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of International Management

Module:

Seminar: Economics of Incentives

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Management & Entrepreneurship (WPF)
- IMME-Vert.: International Management (WPF)
- FINEC- Vertiefungsbereich

Semester:

- BWL: 2nd semester
- IMME: 2nd semester
- FINEC: 2nd semester

Module objectives and intended study results:

The students

- learn how to identify and describe problems and challenges for theoretical reasoning,
- get to know academic research methods and sources of information,
- acquire the ability to write academic papers and to present their results,
- develop an ability to participate in academic discussions,
- apply economic models to analyse and compare incentive setting in multinational firms,
- explain strategic management behaviour in (international) firms.

Contents:

- During the first seminar session, guidelines to academic paper writing will be introduced.
- Supervised by a professor, the student will write a seminar paper on the economic analysis of business problems.
- The paper has to be presented and discussed with the other students in the seminar.

References:

- Course-dependent

Forms of Instruction:

2 credit hours seminar

Language of instruction:

English

Previous Knowledge:

- Successful completion of courses in Microeconomics.

Work Load and Credits:

28 hours attendance time and 272 learning hours incl. exam(s) / 10CP

Frequency:

Winter semester

Assessments/Exams:

Seminar paper, discussion and presentation

Note:

A withdrawal of the exam registration is not possible for this module after two weeks of registration.

Responsible for the Module:

Senior Lectureship Business Economics

Module:
Seminar: Exponential Innovation – How to develop innovative products in corporates
Applicability of the module:
- IMME-Vert.: International Management (WPF) - IMME-Vert.: Entrepreneurship (WPF)
Semester:
- IMME: 2nd semester
Module objectives and intended study results:
How to thrive and remain relevant in the face of persistent, rapid technological change? As the COVID-19 evidenced, large corporations, academic institutions, governments, and impact driven organizations all face a common need to thrive and remain relevant in the face of persistent, rapid technological change. Whether they succeed largely depends on their ability to ideate effectively, track and monitor relevant trends and competitors, understand implications of and methods for leveraging emerging technologies, and allocate the right human and financial resources to the innovation function.
Contents:
This course gives enterprise leaders, students and management teams the practical knowledge, case studies and best practices needed to successfully navigate technological changes and to innovate successfully.
References:
- Exponential Organizations, by Salim Ismail (2014) - Scaling Lean; Mastering the Key Metrics for Startup growth, by Ash Maurya (2016) - Unrelenting Innovation: How to Create a Culture for Market Dominance, by Gerard J. Tellis (2013) - Case Studies: as specified.
Forms of instruction and credit hours:
2 credit hours seminar
Language of instruction:
English
Prerequisites for attending:
None
Previous knowledge recommendations:
None
Work load and credits:
28 hours attendance time and **272** learning hours incl. exam(s) / **10** CP
Frequency
Winter semester 2020/2021
Assessments/Exams:
Seminar paper and oral presentation(online) and assignments, participation in class (online)
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of International Management

Modulbezeichnung:

Seminar: Nachhaltige Innovations- und Geschäftsmodellentwicklung

Verwendbarkeit des Moduls:

- BWL-Vert.: Management & Entrepreneurship (WPF)
- BWL-Vert.: Marketing & E-Business (WPF)
- BWL-Wahlmodul
- IMME-Vert.: International Management (WPF)
- IMME-Vert.: Entrepreneurship (WPF)
- IMME-Vert.: Marketing (WPF)
- IMME-Wahlmodul

Studiensemester

- BWL. 2. Fachsemester
- IMME: 2. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- entwickeln ein nachhaltiges Geschäftsmodell passend zu einer innovativen, vorrangig umweltorientierten Produktidee eines mittelständischen Unternehmens.
- wenden während des Studiums erlernte Methoden, Tools und Instrumente auf praxisrelevante Sachverhalte an.
- erweitern ihr Netzwerk durch Interaktionen mit Vertreter*innen aus Wirtschaft, Politik und Wissenschaft.
- erwerben Wissen und Kompetenzen in folgenden Bereichen:
    - Sustainable und International Entrepreneurship,
    - Marktforschung,
    - interdisziplinäre Zusammenarbeit,
    - Anwendung von Kreativitätsmethoden,
    - Projektorganisation,
    - praxisorientierte Kommunikation wissenschaftlicher Erkenntnisse und Ergebnisse.

Inhalt:

- Unternehmensinterne Ziel-, Ressourcen- und Kompetenzanalyse
- Nachhaltigkeitsanalyse
- Generierung von Optionen durch Anwendung von Kreativitätsmethoden
- Empirische Marktforschung (z.B. Interviews)
- Geschäftsmodellentwicklung
- Geschäftsmodellbewertung
- Projektorganisation
- Praxisorientiertes Präsentieren von Analyseergebnissen in Form von Meilensteinen und einer Seminararbeit

Literaturhinweise:

- Die Literaturhinweise werden aufgrund der Projektabhängigkeit gesondert zu Beginn des Seminars bekanntgegeben.

Lehrformen und SWS:

4 SWS Seminar

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

- keine
Arbeitsaufwand und Credit Points:
56 Präsenzstunden und 244 Stunden Selbststudium inkl. Prüfungsleistung(en) / 10CP
Häufigkeit des Lehrangebots:
Wintersemester 2021/22 und 22/23 sowie Sommersemester 2022
Leistungsnachweise/Prüfung:
Meilensteinpräsentation und Seminararbeit
Anmerkung:
Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Lehrstuhl für Entrepreneurship

Module:
Seminar: Operations Management
Applicability of the module:
- BWL-Vert.: Logistics & Operations Management (WPF) - ORBA-Vert.: Supply Chain Management (WPF)
Semester:
- BWL: 2nd semester - ORBA: 2nd semester
Module objectives and intended study results:
The students will develop an in-depth understanding of contemporary problems in Operations Management
Contents:
- Literature overview - Model development / data analysis - Implementation / estimation - Write a scientific paper and give presentation using LaTeX
References:
- Will be provided at the beginning of the seminar
Forms of instruction and credit hours:
2 credit hours seminar
Language of instruction:
English
Prerequisites for attending:
– none
Previous knowledge recommendations:
- Mathematical Programming / Combinatorial Optimization - Operations Research / Simulation - Discrete Choice Modelling / Econometrics - Basic knowledge of LaTeX
Work load and credits:
28 hours attendance time and **272** learning hours incl. exam(s) / **10** CP
Frequency
Winter semester 2021/22
Assessments/Exams:
Seminar paper and oral presentation
Note:
A withdrawal of the exam registration is not possible for this module after two weeks of registration.
Responsible for the Module:
Professorship of Operations Management

Module:

Seminar: Recent Issues in Marketing Research

Applicability of the module:

- BWL-Vert.: Marketing & E-Business (WPF)
- IMME-Vert.: Marketing (WPF)

Semester:

- BWL: 2nd semester
- IMME: 2nd semester

Module objectives and intended study results:

Students
- deepen their knowledge in recent research issues in marketing,
- acquire insights in marketing experiments,
- gain competences to develop and present an academic research adequately developed through a team work, and
- develop skills to participate in an academic discussion about their findings
- intensify their professional presentation skills,
- intensify their project management skills as well as their social skills.

Contents:

- Consumer behavior
- Branding strategies
- Marketing research methods
- Conducting marketing experiments

References:

- Cargill, M. and P. O'Connor (2013): *Writing Scientific Research Articles: Strategy and steps*. 2nd edition, Wiley Blackwell: New Jersey.
- Karmasin, M. und R. Ribing (2017): *Die Gestaltung wissenschaftlicher Arbeiten: Ein Leitfaden für Seminararbeiten, Bachelor-, Master- und Magisterarbeiten, Diplomarbeiten und Dissertationen*. 9. überarb. u. aktual. Aufl., UTB: Stuttgart.
- Sarstedt, M. and E. A. Mooi (2019). *A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics*. 3rd edition, Springer: Berlin et al.

Forms of Instruction and credit hours:

4 credit hours seminar

Language of instruction:

English

Prerequisites for attending:

none

Previous knowledge recommendations:

The contents of the following module are recommended
- Marketing Methods and Analysis
- Marketing Performance Management

Participants should have an understanding of marketing principles and basic statistics.

Work Load and Credits:

56 hours attendance time and 244 learning hours incl. exam(s) / 10CP

Frequency:

Each winter semester

Assessments/Exams:

Writing and presenting a seminar paper, partly supporting experiment conductance

Note:

A withdrawal of the exam registration is not possible for this module after two weeks of registration.

Responsible for the Module:
Professorship of Marketing

Modulbezeichnung:

Seminar: Unternehmensentwicklung

Verwendbarkeit des Moduls:

- IMME-Vert.: Entrepreneurship (WPF)
- IMME-Vert.: International Management (WPF)
- IMME-Vert.: Marketing (WPF)
- FINEC- Vertiefungsbereich
- BWL-Vert.: Management & Entrepreneurship (WPF)
- BWL-Vert.: Marketing & E-Business (WPF)
- BWL-Wahlmodul

Studiensemester:

- BWL: 2. Fachsemester
- IMME: 2. Fachsemester
- FINEC: 2. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erweitern ihre Kompetenzen in der interdisziplinären Teamarbeit
- erhalten von Unternehmen eine real bestehende betriebswirtschaftliche Aufgabenstellung im Umfeld von Sicherungs- und Wachstumsoptionen (z.B. Exportanalyse).
- Ziel des Seminars ist es, durch die Bearbeitung der jeweiligen Aufgabenstellungen den Unternehmen Informationen zu liefern, die als strategische Entscheidungsgrundlage dienen und damit unmittelbare Praxisrelevanz besitzen.
- Ziel ist es, verschiedenste Modelle und Methoden vertiefungsübergreifend in einen Zusammenhang zu stellen und anhand eines praktischen Beispiels anzuwenden.
- Die Teilnahme soll den Studierenden die Anwendung von wissenschaftlichen Methoden auf praktische Fragestellungen ermöglichen und in diesem Zusammenhang unternehmerischen Denken und Handeln fördern. Im Zuge des demografischen Wandels bietet das Seminar aus Sicht der Studierenden die Gelegenheit, potenzielle zukünftige Arbeitgeber*innen und ihre Anforderungen kennenzulernen und aus Sicht der Unternehmen der Fachkräfteproblematik entgegenzuwirken.

Inhalt:

- Marktanalyse mit den folgenden Schwerpunkten: Gelegenheits-, Kunden-, Wettbewerbs-, Umwelt- und Potenzialanalyse
- Geschäftsmodellentwicklung
- Marketingmix
- Meilensteinplanung
- Finanzplanung und Finanzierung
- Argumentation und Präsentation

Literaturhinweise:

- werden in Anpassung an die jeweilige Themenstellung des Seminars bzw. des Projekts gegeben
- je nach Themenstellung stellt die Literaturrecherche eine Teilleistung des Seminars bzw. des Projekts dar

Lehrformen und SWS:

4 SWS Seminar

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlung für die Teilnahme:

- keine

Arbeitsaufwand und Credits:

56 Präsenzstunden und 244 Stunden Selbststudium inkl. Prüfungsleistung(en) / 10CP
Häufigkeit des Lehrangebots:
Jedes Sommer- und Wintersemester
Leistungsnachweise/Prüfung:
Hausarbeit und Präsentation
Anmerkung:
Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Entrepreneurship

Modulbezeichnung:

Seminar: Verhaltensökonomische Aspekte bei der Digitalisierung und KI-Anwendungen

Verwendbarkeit des Moduls:

- VWPA Vertiefungsbereich (WPF)
- EPA-Vertiefungsbereich (WPF)
- EPA-Ergänzungsbereich (WPF)
- BWL-Vert.: Economics (WPF)
- BWL-Wahlmodul
- IMME-Wahlmodul

Studiensemester

- VWPA: 2 -3. Fachsemester
- EPA: 2.-3. Fachsemester
- BWL: 2. Fachsemester
- IMME: 2. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erarbeiten selbständig Themen aus dem verhaltensökonomischen Bereich
- wenden verhaltensökonomischen Ansätze auf die aktuellen Themen (z.B. Digitalisierung, Künstliche Intelligenz) an.
- analysieren wie digitale und intelligente Technologien sich auf Produktivität und das Verhalten der Menschen auswirken.
- lernen wissenschaftliche Vorträge zu halten und sich an einer wissenschaftlichen Diskussion zu beteiligen

Inhalt:

Das Seminar hat vier inhaltliche Schwerpunkte, zu denen die Studierenden Vorträge erarbeiten und diese wissenschaftlich vorstellen sowie diskutieren:

- Produktivitätssteigerungen durch digitale Technologie
- Nudging im digitalen Kontext
- Soziale Netzwerke und Sozialer Wandel
- Daten und Information

Literaturhinweise:

- Literaturhinweise werden in Anpassung an die jeweilige Themenstellung des Seminars bzw. Projekts gegeben.
- Die Literaturrecherche stellt eine Teilleistung des Seminars bzw. Projekts dar.

Lehrformen und SWS:

2 SWS Seminar, 1 SWS Konsultation

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

- keine

Arbeitsaufwand und Credit Points:

42 Präsenzstunden und 258 Stunden Zeit für Selbststudium inkl. Prüfungsleistung(en)/ 10 CP

Häufigkeit des Lehrangebots:

Wintersemester 2021/22

Leistungsnachweise/Prüfung:

Mündlicher Vortrag, schriftlich ausgearbeitete Präsentationsfolien als Seminararbeit, mündliche Leistung als Diskutant eines fremden Themas, Beteiligung an den Diskussionen
Anmerkung:
Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Wirtschaftspolitik

Modulbezeichnung:

Steuerplanung, Rechtsform und Finanzierung

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Vert.: Finance (WPF)
- VWPA-Ergänzungsbereich
- EPA-Ergänzungsbereich
- IMME-Wahlmodul

Studiensemester

- BWL: 1.- 3. Fachsemester
- VWPA: 1.- 3. Fachsemester
- EPA: 1.- 3. Fachsemester
- IMME: 1.- 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erwerben Kenntnisse über steuerrechtliche Grundlagen, die Messung von Steuerbelastungen und steuerliche Planungsstrategien sowie über den Einfluss der Besteuerung auf die Rechtsformwahl und die Finanzierung
- sind in der Lage, Steuern in betrieblichen Entscheidungen zu berücksichtigen,
- erfassen die Bedeutung und Vielseitigkeit der Einkünfteverlagerung als einer universellen Strategie der nationalen und internationalen Steuerplanung
- verstehen grundlegende Zusammenhänge zwischen Besteuerung und Risiko

Inhalt:

- Grundlagen der Besteuerung von Kapital- und Personengesellschaften
- Messung von Steuerbelastungen
- Verlagerung von Einkünften
- Betriebsaufspaltung und weitere Rechtsformaspekte
- Steuern und Finanzierung
- Internationale Besteuerung
- Versicherungsaspekte der Besteuerung
- Steuerliche Verlustnutzung und Tax Risk Management

Literaturhinweise:

- Schreiber, U. (2017): Besteuerung der Unternehmen: Eine Einführung in Steuerrecht und Steuerwirkung, 4. Aufl., Springer Gabler: Wiesbaden.
- Scheffler, W. (2013): Besteuerung von Unternehmen III: Steuerplanung, 2. Aufl., Müller Verlag: Hüthig Jehle Rehm.

Lehrformen und SWS:

1,5 SWS Vorlesung, 1,5 SWS Übung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

Empfohlen wird die Inhalte des folgenden Moduls aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW:

- Steuerrecht und Steuerwirkung

Hilfreich sind zudem Vorkenntnisse der Module

- Steuerbilanz und Rechtsform,
- International Tax Planning
- aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW

Arbeitsaufwand und Credit Points:

42 Präsenzstunden und 108 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP
Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Klausur (60 min), im Wintersemester elektronischer Online-Test zum Erwerb von Bonuspunkten, die nur im Falle eines Bestehens der Klausur (Wintersemester) bzw. der Wiederholungsklausur (folgendes Sommersemester) zur Notenverbesserung berücksichtigt werden.
Modulverantwortliche(r):
Professur für Betriebswirtschaftliche Steuerlehre

Module:

Stochastic Models in Production and Logistics

Applicability of the module:

- ORBA compulsory 1st and 2nd semester (nur SPO WS 2017/18 und SS 2018)
- ORBA-Vert. Quantitative Methods (WPF)
- BWL-Vert.: Logistics & Operations Management (PF)
- BWL-Wahlmodul
- IMME-Wahlmodul

Semester:

- ORBA: Compulsory 1st or 2nd semester
- BWL: 1st– 3rd semester
- IMME: 1st - 3rd semester

Module objectives and intended study results:

The students

- are empowered to work independently and self-reliantly,
- present a solution that has been developed through teamwork in the classroom,
- gain knowledge about random variables and stochastic processes,
- know how to apply Markov Chains to model problems in operations and logistics,
- can compute performance measures of queuing systems,
- are able to model manufacturing systems and compute their performance.

Contents:

- In this course students learn how to model real life systems where uncertainty cannot be neglected. As the simplest model we first consider a random variable and then introduce stochastic processes, especially Poisson Processes, which are often used to model demand in inventory or service systems. Finally, Markov Chains are discussed and it is shown, how they can be applied to model manufacturing systems, inventory systems or to support maintenance planning. Additionally, different queuing models are presented and it is shown how they can be applied to model real life systems.

References:

- Stewart, W.J. (2009): Probability, Markov Chains, Queues, and Simulation, Princeton
- Kulkarni, VG. (2017): Modelling and Analysis of Stochastic Systems. 3rd edition, CRC Press
- Tijms, HC. (2003): A first course in stochastic models. Wiley
- Montgomery D.C.; Runger, G.C. (2014) Applied Statistics and Probability for Engineers. 6th edition. Wiley

Forms of instruction and credit hours:

1 credit hours lectures

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

The contents of the following module are recommended

- Basics in probability calculus

Work load and credits:

14 hours attendance time and 136 learning hours incl. exam(s) / 5 CP

Frequency

winter semester 20/21 only exercise

Assessments/Exams:

Written final exam (60 min)

Responsible for the Module:

Professorship of Operations Management

Module:

Stochastic Processes

Applicability of the module:

- FINEC compulsory 1st semester
- BWL-Vert.: Economics (WPF)
- IMME-Wahlmodul
- ORBA-Wahlmodul (nur SPO WS2017/2018 und SS 2018)
- ORBA-Vert.: Quantitative Methods (WPF)

Semester:

- FINEC: Compulsory 1st semester
- BWL: 1st- 3rd semester
- IMME: 1st - 3rd semester
- ORBA: 1st - 3rd semester

Module objectives and intended study results:

The students

- get to know stochastic calculus like Brownian motion, conditional expectation, martingale, Ito stochastic integral, Ito lemma, and Ito stochastic linear differential equation,
- are enabled to understand some main ideas and apply some tools of stochastic calculus.

Contents:

- Stochastic processes (Basic concepts, time series, Gaussian process, Poisson process)
- Brownian Motion (properties and processes derived from Brownian motion)
- Conditional Expectation and Martingales
- Ito- and Stratonovich-Stochastic Integrals, Ito-Lemma
- Stochastic Differential Equation
- Application in Finance (Black-Scholes Option Pricing Formula)

References:

- Mikosch, T. (2000): Elementary Stochastic Calculus with Finance in View. World Scientific: Singapore et al.

Forms of instruction and credit hours:

2 credit hours lectures, 2 credit hours exercises

Language of instruction:

English

Prerequisites for attending:

- none

Previous knowledge recommendations:

- Elementary knowledge in Mathematics and Statistics for Economists.

Work load and credits:

56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP

Frequency

Each winter semester

Assessments/Exams:

Written final exam (60 min)

Responsible for the Module:

Institute for Mathematical Stochastics (FMA)
Professorship of Empirical Economics (FWW)

Modulbezeichnung:

Strategisches Management

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Vert.: Logistics & Operations Management (WPF)
- BWL-Wahlmodul
- BWL-Vert.: Management & Entrepreneurship (WPF)
- IMME-Vert.: International Management (WPF)

Studiensemester

- BWL: 1.– 3. Fachsemester
- IMME: 1.– 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Das Ziel der Veranstaltung ist der Erwerb eines vertiefenden Verständnisses von Bedingungen, Zielen, Maßnahmen und Effekten des strategischen Managements.
Die Studierenden

- beherrschen theoretische und methodische Grundlagen der Analyse des strategischen Umfeldes sowie der Strategiegenerierung und -auswahl,
- beherrschen den Umgang mit einem in hohem Maße kontingenten, dynamischen und komplexen strategischen Umfeld,
- kennen daraus resultierende Erfordernisse (zur Verarbeitung vager Informationen, zur Entwicklung robuster Strategien sowie zur Verarbeitung komplexer Datenszenarien und Bearbeitung differenzierter Strategiealternativen) und korrespondierende Methoden.

Inhalt:

- Grundlagen des strategischen Managements
- Strategisches Umfeld
  - Analysemethoden
  - Analysefelder
    - Analyse der globalen Umwelt
    - Markt- und Geschäftsfeldanalyse
    - Ressourcenanalyse
    - Konkurrentenanalyse
- Strategieentwicklung, -beurteilung und -auswahl
  - Theoretische Grundlagen
  - Methodische Grundlagen
    - Fuzzy Decisions
    - Flexible Planung
  - Aktuelle Entwicklungen

Literaturhinweise:

- Grant R. M.; Nippa, M. (2006): Strategisches Management - Analyse, Entwicklung und Implementierung von Unternehmensstrategien. 5. aktualisierte Auflage. Pearson Studium: München et al.
- Kahlert,J.; Frank, H. (1994): Fuzzy-Logik und Fuzzy-Control. Eine anwendungsorientierte Einführung. 2. Auflage, Vogel Business Media: Braunschweig.
- Rommelfanger, H. (1994): Fuzzy Decision Support-Systeme - Entscheidungen bei Unschärfe. 2. Auflage, Springer Verlag: Berlin et al.

Lehrformen und SWS:

2 SWS Vorlesung, 2 SWS (Hörsaal-)Übung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:
Empfohlen werden Inhalte der Module - „Entscheidungstheorie“, - „Strategische Unternehmensführung“ aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.
Arbeitsaufwand und Credit Points:
56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP
Häufigkeit des Lehrangebots:
Jedes Wintersemester
Leistungsnachweise/Prüfung:
Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet der/die Modulverantwortliche, ob die Modulprüfung entweder als Klausur (60 min) oder Fallstudie oder Hausarbeit oder Präsentation oder mdl. Prüfung (jeweils online oder offline) durchgeführt wird.
Anmerkung:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Unternehmensführung und Organisation

Module:

Sustainability and Finance

Applicability of the module:

- BWL-Vert.: Finance (WPF)
- BWL-Wahlmodul
- ORBA-Vert.: Financial Engineering/Financial Management (WPF)
- ORBA-Wahlmodul
- FINEC-Vertiefungsbereich (WPF)
- EPA-Ergänzungsbereich
- VWPA-Ergänzungsbereich

Semester:

- BWL: 1st- 3rd semester
- ORBA: 1st- 3rd semester
- FINEC: 1st- 3rd semester
- EPA: 1st- 3rd semester
- VWPA: 1st- 3rd semester

Module objectives and intended study results:

The students

- develop an understanding for challenges of social, economic and ecological sustainability faced by corporations
- are able to interpret sustainability projects of corporations as investments
- have the ability to use quantitative methods to evaluate sustainability projects
- learn methods to make investment decision under uncertainty (real options) in the context of sustainability
- become familiar to structure, plan and evaluate a sustainability project in groups
- have a qualified opinion on the subject of sustainability as well as the tools to discuss and influence the topic at a company level

Contents:

- Sustainability: concepts, dimensions, goals and stakeholders
- Ecological and economic sustainability
- Resource and environmental economics
- Valuation and modelling of sustainability projects
- Real options theory

References:

- Trigeorgis, L.: Real Options: Managerial Flexibility and Strategy in Resource Allocation, MIT Press.
- Fisher, A. C.: Lecture Notes on Resource and Environmental Economics, Springer.
- Pearce, D. W., Turner, R. K.: Economics of Natural Resources and the Environment, Harvester Wheatsheaf.
- Müller-Christ, G.: Sustainable Management: Coping with the Dilemmas of Resource-Oriented Management, Springer.
- Ekardt, F.: Sustainability: Transformation, Governance, Ethics, Law, Springer.

Forms of instruction and credit hours:

2 credit hours lectures, 1 credit hour exercise

Language of instruction:

English

Prerequisites for attending:

None

Previous knowledge recommendations:

Students should know the basic principles of Finance

Work load and credits:

42 hours attendance time and 108 learning hours / 5 CP
Frequency
Each winter semester
Assessments/Exams:
Student project. Additionally, at the latest 14 days before the performance of the examination(s), the person responsible for the module decides whether the final module examination is to be held either as a written examination (written test, 60 min), an oral examination, an oral examination via the Internet or a term paper.
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Professorship of Financial Management and Innovation Finance

Modulbezeichnung:

Verhaltensökonomik

Verwendbarkeit des Moduls:

- VWPA Pflicht 1. Semester
- EPA-Vertiefungsbereich (WPF)
- BWL-Vert.: Economics (WPF)
- IMME-Wahlmodul

Studiensemester

- VWPA: Pflicht 1. Fachsemester
- EPA: 1.- 3. Fachsemester
- BWL: 1.- 3.Fachsemester
- IMME: 1.- 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- sollen die Grundlagen der Verhaltensökonomik sowie die wichtigsten aktuellen Forschungsfragen auf diesem Gebiet kennenlernen,
- erwerben damit die Kompetenz, die methodische Vielfalt der ökonomischen Forschung zu verstehen und verbessern ihre Fähigkeit, zwischen normativen und positiv theoretischen Zugängen zu differenzieren.

Inhalt:

- Was unterscheidet die Verhaltensökonomik von der „normalen“ Ökonomik?
- Dogmengeschichtliche Kurzfassung
- Die Wiederkehr der Psychologie
- Der empirisch-experimentelle-psychologische Zugang
- Heuristiken und Biases
- Die Komplementarität von Verhaltensökonomik und Rational Choice Modell
- Die wichtigsten Heuristiken und Verzerrungen
- Prospect Theorie: Das Erweckungserlebnis der VÖ
- Aktuelle Entwicklungen: Effiziente Heuristiken
- Aktuelle Entwicklungen: Feldbefunde zur VÖ
- Aktuelle Entwicklungen: Aktuelle Paper

Literaturhinweise:

- Weimann, J. (2015): Die Rolle von Verhaltensökonomik und experimenteller Forschung in Wirtschaftswissenschaft und Politikberatung, PWP, 16 (3), 231-252.
- Aktuelle Forschungsliteratur

Lehrformen und SWS:

2 SWS Vorlesung und 1 SWS Übung

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

- keine

Arbeitsaufwand und Credit Points:

42 Präsenzstunden und 108 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP

Häufigkeit des Lehrangebots:

Jedes Wintersemester

Leistungsnachweise/Prüfung:

Klausur (60 min)

Modulverantwortliche(r):

Professur für Wirtschaftspolitik

Modulbezeichnung:

Wissenschaftliches Projekt zur Verhaltensökonomie

Verwendbarkeit des Moduls:

- BWL-Vert.: Accounting & Taxation (WPF)
- BWL-Vert.: Finance (WPF)
- BWL-Vert.: Marketing & E-Business (WPF)
- BWL-Vert.: Management & Entrepreneurship (WPF)

Studiensemester:

- BWL: 3. Fachsemester

Modulziele und angestrebte Lernergebnisse:

Die Studierenden

- erlernen das selbständige Erarbeiten von Themen aus dem Bereich der empirischen und experimentellen Forschung im Bereich der Nutzen- und Interaktionsmodellierung,
- vertiefen der Kenntnisse im Bereich der statistischen Analyse und wenden diese an,
- festigen die erlernten und erwerben weitere Techniken des empirischen Arbeitens,
- sind in der Lage eine wissenschaftliche Arbeit zu erstellen und zu präsentieren,
- erwerben die Fähigkeit, sich wissenschaftlich mit den Arbeitsergebnissen anderer auseinanderzusetzen.

Inhalt:

- Die Themen orientieren sich an den aktuellen Entwicklungen bzw. Forschungsschwerpunkten der Verhaltensökonomie.

Literaturhinweise:

- Literaturhinweise werden in Anpassung an die jeweilige Themenstellung des Projekts gegeben.
- Je nach Themenstellung stellt die Literaturrecherche eine Teilleistung des Seminars bzw. Projekts dar.

Lehrformen und SWS:

4 SWS Seminar

Unterrichtssprache:

Deutsch

Teilnahmevoraussetzungen:

- keine

Empfehlungen für die Teilnahme:

Empfohlen werden die Inhalte der Module

- Entscheidungstheorie
- Explorative Datenanalyse und Wahrscheinlichkeit

aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.

Arbeitsaufwand und Credit Points:

56 Präsenzstunden und **394** Stunden Selbststudium inkl. Prüfungsleistung(en) / 15 CP

Häufigkeit des Lehrangebots:

Wintersemester 2021/22

Leistungsnachweise/Prüfung:

Anfertigung einer Projektarbeit ergänzt durch Referate / 15 CP

Spätestens 14 Tage vor Erbringen jeder Prüfungsleistung(en) entscheidet die/der Modulverantwortliche, ob diese im Online-Format erbracht oder online eingereicht werden

Anmerkung:

Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.
Modulverantwortliche(r):
Professur für Empirische Wirtschaftsforschung