



**Modulhandbuch**  
für die  
**Masterstudiengänge**

Wintersemester 2020/2021

**Program Handbook**  
for the  
**Master Programs**

Winter semester 2020/2021

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

06.11.2020

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## **Übersicht Masterstudiengänge / Overview of the Master Programs:**

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

Masterstudiengang „Economic Policy Analysis“ (EPA)

**Fehler! Verweisquelle konnte nicht gefunden werden.** (FINEC)

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

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

## **Übersicht Mastermodule (alphabetisch) / Alphabetical Overview of Master Modules:**

Academic Methods FINEC

Academic Methods – Quantitative Approaches

Accounting Theory

Advanced Business Analytics

Advanced Marketing Research

Behavioral Finance

Besteuerung von Umwandlungen

Business Decision Making

Combinatorial Optimization in Production & Logistics

Company Valuation

Concepts and Algorithms of Optimization

Corporate Governance, Compliance und Konzernrecht

Database Concepts

Data mining I- Introduction to Data Mining

Downside Risk

Econometrics

Empirical Finance

Evidence-Based Policy Analysis

Foundations for Finance

Financial Engineering

Financial Institutions

Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts

Industrieökonomik II

Insolvenzrecht

International Corporate Strategy

International Taxation

International Trade

Introduction to Computer Science for Engineers

Introduction to Software-Engineering for Engineers

Investition und Finanzierung III: Engineering Economics

Machine Learning

Macroeconomic Analysis

Marketing Methods and Analysis

Master-Thesis mit Kolloquium

Master-Thesis with research seminar  
Mathematical Economics  
Microeconomic Analysis  
Monetary Economics

Open Economy Macroeconomics  
Optimization Methods for Machine Learning  
Organisationsgestaltung

Predictive Analytics and Forecasting  
Pricing in Global and Local Competition  
Proseminar: Quantitativ-Experimentelle Marketingforschung  
Proseminar: Verhaltensökonomische und ethische Aspekte im Accounting

Schadenversicherungsmathematik  
Scientific Project: Expected option returns  
Scientific Project in E-Business  
Scientific Project in FinTech and Blockchain Innovations  
Scientific Project: Innovation, Internationalization and Cross-Cultural Management  
Scientific Project: Management Science  
Scientific Project: Practical Implications of Marketing Theory  
Scientific Project: Total beta  
Seminar: Advanced Business Economics  
Seminar: Agency-Probleme in der Wirtschaftsprüfung  
Seminar: Computational Finance and Financial Management  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement  
Seminar: Economics of Incentives  
Seminar: Exponential Innovation Course  
Seminar: Frontiers in the Economic Analysis of Family Policy  
Seminar: Online Consumer Research  
Seminar: "Personalführung - Aktuelle Erkenntnisse aus Theorie und Empirie"  
Seminar: Personnel Marketing  
Seminar: Recent Issues in Marketing Research  
Seminar: Revenue and Assortment Optimization  
Seminar: Secrets of Innovation in Multinational Companies  
Seminar: Topics in Financial Intermediation and Stability  
Seminar: Unternehmensentwicklung  
Seminar: User-Centered Innovation  
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information  
Steuerplanung, Rechtsform und Finanzierung  
Stochastic Models in Production and Logistics  
Stochastic Processes  
Strategisches Management  
Sustainability and Finance

Verhaltensökonomik

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

|                |                                                                                                                                         |                                                                                                                                            |                                                                          |                                                                          |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------|
| 1.<br>Semester | BWL-Vertiefungen (Wahlpflichtmodule) aus mindestens zwei Profilierungsschwerpunkten (PSP)<br><br>30 CP (empfohlen sind 6 Module à 5 CP) |                                                                                                                                            |                                                                          |                                                                          |
| 2.<br>Semester | Seminar im<br>Vertiefungsbereich<br><br>10 CP                                                                                           | BWL-Vertiefungen (Wahlpflichtmodule)<br>aus mindestens zwei Profilierungsschwerpunkten (PSP)<br><br>20 CP (empfohlen sind 4 Module à 5 CP) |                                                                          |                                                                          |
| 3.<br>Semester | Wissenschaftliches Projekt im<br>Vertiefungsbereich<br><br>15 CP                                                                        | BWL-Vertiefung<br>(Wahlpflichtmodul)<br>oder Wahlmodul<br><br>mind. 5 CP                                                                   | BWL-Vertiefung<br>(Wahlpflichtmodul)<br>oder Wahlmodul<br><br>mind. 5 CP | BWL-Vertiefung<br>(Wahlpflichtmodul)<br>oder Wahlmodul<br><br>mind. 5 CP |
| 4.<br>Semester | Abschlussseminar<br>mit Masterarbeit<br><br>30 CP, 2 SWS                                                                                |                                                                                                                                            |                                                                          |                                                                          |

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

Proseminar: Verhaltensökonomische und ethische Aspekte im Accounting

Seminar: Agency-Probleme in der Wirtschaftsprüfung

Steuerplanung, Rechtsform und Finanzierung

#### **PSP: Finance**

Besteuerung von Umwandlungen

Corporate Governance, Compliance und Konzernrecht

Downside Risk

Foundations for Finance

Insolvenzrecht

Investition und Finanzierung III: Engineering Economics

Monetary Economics

Schadenversicherungsmathematik

Scientific Project: Expected option returns

Scientific Project in FinTech and Blockchain Innovations

Scientific Project: Total beta

Seminar: Advanced Business Economics

Seminar: Computational Finance and Financial Management

Seminar: Economics of Incentives

Steuerplanung, Rechtsform und Finanzierung

Sustainability and Finance

### ***PSP: Logistics & Operations Management***

Combinatorial Optimization in Production & Logistics  
Organisationsgestaltung  
Predictive Analytics and Forecasting  
Scientific Project: Management Science  
Seminar: "Personalführung – Aktuelle Erkenntnisse aus Theorie und Empirie"  
Seminar: Revenue and Assortment Optimization  
Stochastic Models in Production and Logistics  
Strategisches Management

### ***PSP: Marketing & E-Business***

Advanced Marketing Research  
Econometrics  
Pricing in Global and Local Competition  
Proseminar: Quantitativ-Experimentelle Marketingforschung  
Scientific Project in E-Business  
Scientific Project: Practical Implications of Marketing Theory  
Seminar: Online Consumer Research  
Seminar: Personnel Marketing  
Seminar: Recent Issues in Marketing Research  
Seminar: Unternehmensentwicklung

### ***PSP: Management & Entrepreneurship***

Business Decision Making  
Corporate Governance, Compliance und Konzernrecht  
Insolvenzrecht  
International Corporate Strategy  
Organisationsgestaltung  
Proseminar: Verhaltensökonomische und ethische Aspekte im Accounting  
Seminar: Advanced Business Economics  
Seminar: Economics of Incentives  
Seminar: "Personalführung – Aktuelle Erkenntnisse aus Theorie und Empirie"  
Seminar: Personnel Marketing  
Seminar: Secrets of Innovation in Multinational Companies  
Seminar: Unternehmensentwicklung  
Seminar: User-Centered Innovation  
Strategisches Management

### ***PSP: Economics***

Econometrics  
Foundations for Finance  
Industrieökonomik II  
International Trade  
Macroeconomic Analysis  
Microeconomic Analysis  
Monetary Economics  
Seminar: Advanced Business Economics  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement  
Seminar: Frontiers in the Economic Analysis of Family Policy  
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information  
Stochastic Processes  
Verhaltensökonomik

### ***Wahlmodule***

Advanced Marketing Research  
Business Decision Making  
Combinatorial Optimization in Production & Logistics

Downside Risk

Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts

International Corporate Strategy

Investition und Finanzierung III: Engineering Economics

Organisationsgestaltung

Pricing in Global and Local Competition

Seminar: "Personalführung – Aktuelle Erkenntnisse aus Theorie und Empirie"

Seminar: Unternehmensentwicklung

Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information

Stochastic Models in Production and Logistics

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

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

### **Pflichtmodule:**

Econometrics  
Evidence-Based Policy Analysis  
International Trade  
Macroeconomic Analysis  
Mathematical Economics  
Methoden der experimentellen Wirtschaftsforschung  
Microeconomic Analysis  
Verhaltensökonomik

### **Vertiefungsbereich:**

Industrieökonomik II  
Monetary Economics  
Pricing in Global and Local Competition  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement  
Seminar: Frontiers in the Economic Analysis of Family Policy  
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information

### **Ergänzungsbereich:**

Advanced Marketing Research  
Besteuerung von Umwandlungen  
Combinatorial Optimization in Production & Logistics  
Corporate Governance, Compliance und Konzernrecht  
Downside Risk  
Foundations for Finance  
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts  
Insolvenzrecht  
International Taxation  
Investition und Finanzierung III: Engineering Economics  
Pricing in Global and Local Competition  
Seminar: Advanced Business Economics  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement

Steuerplanung, Rechtsform und Finanzierung  
Sustainability and Finance

***Abschlusseminar***

Master-Thesis mit Kolloquium



## Masterstudiengang „Economic Policy Analysis” (EPA)

Ab WS 20/21

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

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

### ***Pflichtmodule/Compulsory Modules:***

Econometrics  
Macroeconomic Analysis  
Microeconomic Analysis

### ***Vertiefungsbereich/Compulsory Elective Modules in Specialization:***

Industrieökonomik II  
International Trade  
Monetary Economics  
Pricing in Global and Local Competition  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement  
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information  
Verhaltensökonomik

### ***Ergänzungsbereich/ Supplement Module***

Advanced Marketing Research  
Besteuerung von Umwandlungen  
Combinatorial Optimization in Production & Logistics  
Corporate Governance, Compliance und Konzernrecht  
Downside Risk  
Foundations for Finance  
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts  
International Taxation  
Investition und Finanzierung III: Engineering Economics  
Pricing in Global and Local Competition  
Seminar: Advanced Business Economics  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement  
Steuerplanung, Rechtsform und Finanzierung  
Sustainability and Finance

***Master- Thesis***

Master-Thesis with research seminar

## Master Program “Financial Economics” (FINEC)

### Enrollment since winter semester 2017/18:

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

### Enrollment since winter semester 2019/20:

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

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

### **Pflichtmodule/Compulsory Modules:**

#### **1<sup>st</sup> Semester:**

Academic Methods – Quantitative Approaches or Academic Methods FINEC  
 Academic Methods FINEC  
 Econometrics  
 Foundations for Finance  
 Macroeconomic Analysis  
 Microeconomic Analysis

Stochastic Processes

**2<sup>nd</sup> Semester:**

Behavioral Finance

Company Valuation

Empirical Finance (enrollment since winter semester 2017/18)

Financial Engineering (enrollment since winter semester 2019/20)

Financial Institutions (enrollment since winter semester 2019/20)

Open Economy Macroeconomics (enrollment since winter semester 2017/18)

***Vertiefungsbereich/Compulsory Elective Modules in Specialization:***

Downside Risk

Monetary Economics

International Taxation

Scientific Project: Expected option returns

Scientific Project in FinTech and Blockchain Innovations

Scientific Project: Total beta

Seminar: Advanced Business Economics

Seminar: Computational Finance and Financial Management

Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement

Seminar: Economics of Incentives

Seminar: Frontiers in the Economic Analysis of Family Policy

Seminar: Topics in Financial Intermediation and Stability

Sustainability and Finance

***Master- Thesis***

Master-Thesis with research seminar

## Master Program “International Management, Marketing, Entrepreneurship” (IMME)

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

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

### ***Pflichtmodule/Compulsory Modules:***

Business Decision Making  
International Corporate Strategy  
Marketing Methods and Analysis

### ***Vertiefungsbereich/Compulsory Elective Modules in Specialization: Marketing***

Advanced Marketing Research  
Econometrics  
Pricing in Global and Local Competition  
Proseminar: Quantitativ-Experimentelle Marketingforschung  
Scientific Project in E-Business  
Scientific Project: Practical Implications of Marketing Theory  
Seminar: Online Consumer Research  
Seminar: “Personalführung – Aktuelle Erkenntnisse aus Theorie und Empirie”  
Seminar: Personnel Marketing  
Seminar: Recent Issues in Marketing Research  
Seminar: Unternehmensentwicklung

### ***Vertiefungsbereich/Compulsory Elective Modules in Specialization: International Management***

Accounting Theory  
Corporate Governance, Compliance und Konzernrecht  
Econometrics  
Insolvenzrecht  
International Taxation  
International Trade  
Organisationsgestaltung  
Proseminar: Quantitativ-Experimentelle Marketingforschung  
Scientific Project: Innovation, Internationalization and Cross-Cultural Management

Seminar: Advanced Business Economics  
Seminar: Economics of Incentives  
Seminar: Exponential Innovation Course  
Seminar: "Personalführung – Aktuelle Erkenntnisse aus Theorie und Empirie"  
Seminar: Personnel Marketing  
Seminar: Secrets of Innovation in Multinational Companies  
Seminar: Unternehmensentwicklung  
Seminar: User-Centered Innovation  
Strategisches Management

***Vertiefungsbereich/Compulsory Elective Modules in Specialization:  
Entrepreneurship***

Accounting Theory  
Corporate Governance, Compliance und Konzernrecht  
Insolvenzrecht  
Proseminar: Verhaltensökonomische und ethische Aspekte im Accounting  
Seminar: Advanced Business Economics  
Proseminar: Verhaltensökonomische und ethische Aspekte im Accounting  
Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement  
Seminar: Exponential Innovation Course  
Seminar: Online Consumer Research  
Seminar: Secrets of Innovation in Multinational Companies  
Seminar: Unternehmensentwicklung  
Seminar: User-Centered Innovation

***Wahlmodule/Elective Modules:***

Besteuerung von Umwandlungen  
Combinatorial Optimization in Production & Logistics  
Econometrics  
Foundations for Finance  
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts  
Industrieökonomik II  
International Trade  
Macroeconomic Analysis  
Microeconomic Analysis  
Monetary Economics  
Pricing in Global and Local Competition  
Seminar: Frontiers in the Economic Analysis of Family Policy  
Seminar: Online Consumer Research  
Seminar: Unternehmensentwicklung  
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information  
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 in winter semester 2017/18:

|                                   |                                                                                                              |                                                                         |                                   |                                                        |                                                      |                                                                         |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------|--------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------|
| 1st Semester<br>(Winter semester) | Stochastic Models in Production and Logistics<br>5 CP, 4 SWS                                                 | Integer and Combinatorial Optimization with Applications<br>5 CP, 3 SWS | Programming in C++<br>5 CP, 4 SWS | Concepts and Algorithms of Optimization<br>5 CP, 4 SWS | Compulsory Elective Module in Specialization<br>5 CP | Compulsory Elective Module in Specialization or Elective Module<br>5 CP |
| 2nd Semester<br>(Summer semester) | Intelligent Data Analysis<br>5 CP, 4 SWS                                                                     | Data Mining<br>5 CP, 4 SWS                                              | Database Concepts<br>5 CP, 4 SWS  | Compulsory Elective Module in Specialization<br>5 CP   | Seminar in Specialization<br>10 CP                   |                                                                         |
| 3rd Semester<br>(Winter semester) | Compulsory Elective Module in Specialization or Elective Module<br>15 CP (recommended are 3 Modules at 5 CP) |                                                                         |                                   | Scientific Project in Specialization<br>15 CP          |                                                      |                                                                         |
| 4th Semester<br>(Summer semester) | Master-Thesis with Research Seminar<br>30 CP, 2 SWS                                                          |                                                                         |                                   |                                                        |                                                      |                                                                         |

### Enrollment since summer semester 2018:

|                                 |                                                                                                              |                                                          |                                                        |                                                                                            |                                    |                                                                         |
|---------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------------------------------------|
| 1st Semester<br>Summer semester | Advanced Business Analytics<br>5 CP, 4 SWS                                                                   | Data Mining<br>5 CP, 4 SWS                               | Database Concepts<br>5 CP, 4 SWS                       | Compulsory Elective Modules in Specialization<br>10 CP (recommended are 2 Modules at 5 CP) |                                    | Compulsory Elective Module in Specialization or Elective Module<br>5 CP |
| 2nd Semester<br>Winter semester | Stochastic Models in Production and Logistics<br>5 CP, 4 SWS                                                 | Introduction to Computer Science for ORBA<br>5 CP, 4 SWS | Concepts and Algorithms of Optimization<br>5 CP, 4 SWS | Compulsory Elective Module in Specialization or Elective Module<br>5 CP                    | Seminar in Specialization<br>10 CP |                                                                         |
| 3rd Semester<br>Summer semester | Compulsory Elective Module in Specialization or Elective Module<br>15 CP (recommended are 3 Modules at 5 CP) |                                                          |                                                        | Scientific Project in Specialization<br>15 CP                                              |                                    |                                                                         |
| 4th Semester<br>Winter semester | Master-Thesis with Research Seminar<br>30 CP, 2 SWS                                                          |                                                          |                                                        |                                                                                            |                                    |                                                                         |

## Enrollment since winter semester 2019/20:

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

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

### ***Pflichtmodule/Compulsory Modules - Enrollment in winter semester 2017/18:***

Concepts and Algorithms of Optimization  
 Database Concepts  
 Data mining I- Introduction to Data Mining  
 Intelligent Data Analysis  
 Integer and Combinatorial Optimization with Applications  
 Programming in C++  
 Stochastic Models in Production and Logistics

### ***Pflichtmodule/Compulsory Modules - Enrollment since summer semester 2018:***

Advanced Business Analytics  
 Concepts and Algorithms of Optimization  
 Database Concepts  
 Data mining I- Introduction to Data Mining  
**Fehler! Verweisquelle konnte nicht gefunden werden.**  
 Stochastic Models in Production and Logistics

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

#### ***Quantitative Methods***

Combinatorial Optimization in Production & Logistics  
 Concepts and Algorithms of Optimization  
 Econometrics  
 Optimization Methods for Machine Learning  
 Stochastic Models in Production and Logistics  
 Stochastic Processes

#### ***Methods of Computer Science***

Data mining I- Introduction to Data Mining  
 Database Concepts



Introduction to Computer Science for Engineers  
Introduction to Software-Engineering 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 in FinTech and Blockchain Innovations  
Seminar: Computational Finance and Financial Management  
Sustainability and Finance

***Vertiefungsbereich/Compulsory Elective Modules in Specialization:  
Supply Chain Management***

Combinatorial Optimization in Production & Logistics  
Predictive Analytics and Forecasting  
Scientific Project: Management Science  
Seminar: Revenue and Assortment Optimization

***Wahlmodul/Elective Modules***

Accounting Theory  
Advanced Marketing Research  
Business Decision Making  
Combinatorial Optimization in Production & Logistics  
Downside Risk  
Econometrics  
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  
Seminar: Online Consumer Research  
Stochastic Processes  
Sustainability and Finance

***Master-Thesis***

Master-Thesis with research seminar

|                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Academic Methods FINEC                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                |
| - FINEC- compulsory 1 <sup>st</sup> semester                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |
| - FINEC: Compulsory 1 <sup>st</sup> semester                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                               |
| The students <ul style="list-style-type: none"> <li>- critically evaluate and distinguish academic and non-academic materials,</li> <li>- gain further insights into academic methodology and argument structure,</li> <li>- improve skills in presenting an argument in an appropriate written and oral form according to accepted norms,</li> <li>- enhance their linguistic competence in subject-specific language.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |
| - Revision and further development of academic writing and presentation techniques.                                                                                                                                                                                                                                                                                                                                                |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| - Materials are subject to change and will be provided by the teacher.                                                                                                                                                                                                                                                                                                                                                             |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                      |
| 4 credit hours lectures                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| English                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                |
| - none                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                         |
| The contents of the following module are recommended <ul style="list-style-type: none"> <li>- at least C1 level (CEFR)</li> </ul>                                                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                      |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                          |
| Regular (at least 75%) attendance required; if less, the course cannot be successfully completed. The final grade comprises <ol style="list-style-type: none"> <li>(1) Written critique (1,500 words), 50%,</li> <li>(2) Oral presentation (10 min), 50%.</li> </ol>                                                                                                                                                               |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                       |
| A withdrawal of the exam registration is not possible for this module.                                                                                                                                                                                                                                                                                                                                                             |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                 |
| Language Center, Head of English Department                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                         |
| Academic Methods – Quantitative Approaches                                                                                                                                                                                                                                                                                                                             |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                    |
| - FINEC- compulsory 1 <sup>st</sup> semester                                                                                                                                                                                                                                                                                                                           |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                       |
| - FINEC: Compulsory 1 <sup>st</sup> semester                                                                                                                                                                                                                                                                                                                           |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                   |
| The students <ul style="list-style-type: none"> <li>- acquire a broad knowledge in academic research, empirical analysis and model development,</li> <li>- become acquainted with common research tools and academic software (e.g. Excel, MATLAB),</li> <li>- develop an experience with working in a group and presenting the solution to the auditorium.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Academic research and model building</li> <li>- Tools: Excel, MATLAB</li> <li>- Applications in empirical studies</li> </ul>                                                                                                                                                                                                  |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                     |
| - Turabian, K.L. (2013): A Manual for Writers of Research Papers, Thesis, and Dissertations, 8. Auflage, Chicago: University of Chicago Press.                                                                                                                                                                                                                         |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                          |
| 2 credit hours lectures, 1 credit hours (lecture hall) exercises, 1 credit hours exercises in small groups                                                                                                                                                                                                                                                             |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                        |
| English                                                                                                                                                                                                                                                                                                                                                                |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                    |
| - English language skills at C1 level proved by, e.g. TOEFL (>108), IELTS (>7.0), GMAT (in total>550), GRE (in total>290) or UNicert VI.                                                                                                                                                                                                                               |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                             |
| The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Financial Management</li> </ul>                                                                                                                                                                                                                                          |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                          |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                    |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                       |
| Each semester                                                                                                                                                                                                                                                                                                                                                          |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                              |
| Research paper, presentations                                                                                                                                                                                                                                                                                                                                          |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                           |
| A withdrawal of the exam registration is not possible for this module.                                                                                                                                                                                                                                                                                                 |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                     |
| Professorship of Banking and Finance                                                                                                                                                                                                                                                                                                                                   |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Advanced Business Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- ORBA-compulsory 1<sup>st</sup> or 2<sup>nd</sup> Semester</li> <li>- BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- ORBA: compulsory 1<sup>st</sup> or 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>The students</p> <ul style="list-style-type: none"> <li>- are able to derive relevant business knowledge through methods of advanced business analytics from large, complex databases,</li> <li>- develop an understanding for and are able to adapt and implement process models of advanced business analytics for decision support of business problems,</li> <li>- can select and apply the appropriate data analysis models, data mining methods and algorithms and derive plans of actions to improve business problems,</li> <li>- develop solutions for case studies within groups and present their results in plenary discussions.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Process models of advanced business analytics (e.g., CRISP or KDD)</li> <li>- Fundamental data mining models and algorithms</li> <li>- Introduction to data mining software (e.g., R, RapidMiner, KNIME)</li> <li>- Selection of particular methods of explorative data analysis, descriptive and predictive modelling (e.g. cluster analysis, association analysis, classification)</li> <li>- Analytics consulting project with real data</li> </ul>                                                                                                                                                            |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- Provost, F.; Fawcett, T. (2013): Data Science for Business, O'Reilly</li> <li>- Berthold, M.; Borgelt, C.; Höppner, F.; Klawonn, F. (2011): Guide to Intelligent Data Analysis, Springer</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Fundamental knowledge of statistics and/or database management is recommended.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Lastly in summer semester 2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Written final exam (60 min), presentation of data analysis project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Professorship of Management Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Advanced Marketing Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA- Ergänzungsbereich</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 3<sup>rd</sup> semester</li> <li>- EPA: 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>This course provides an application-oriented introduction to more advanced and sophisticated marketing research methods. Over the years, researchers and practitioners have used these methods for a wide variety of applications, such as product development, market segmentation, and determining the optimal marketing mix. These same techniques are also very useful for other types of business (and non-business) problems. In addition to the introduction of methods, special attention will be paid to questions surrounding the measurement of complex phenomena such as brand image or customer satisfaction. Participants acquire new knowledge about the fundamental concepts of the methods in a four-day seminar (attendance is compulsory). Furthermore, during exercises the students are encouraged and empowered to work independently and self-reliantly with given data sets as well as productively working in groups.</p> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Recap: Fundamentals in Statistics and Exploratory Factor Analysis</li> <li>- Measurement in Marketing</li> <li>- Principles of Partial Least Squares Structural Equation Modeling (PLS-SEM)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Hair, J. F., M. Sarstedt, C. M. Ringle, and S. P. Gudergan (2018): <i>Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM)</i>. Sage: Thousand Oaks, CA.</li> <li>- Hair, J. F., G. T. M. Hult, C. M. Ringle, and M. Sarstedt (2017): <i>A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)</i>. 2<sup>nd</sup> edition, Sage: Thousand Oaks, CA.</li> <li>- Sarstedt, M. and E. A. Mooi (2019). <i>A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics</i>. 3<sup>rd</sup> edition, Springer: Berlin et al.</li> </ul>                                                                                                                                                                                                                                                                                            |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours lectures, 2 credit hours small group exercise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| English and German                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Marketing Methods and Analysis</li> </ul> <p>Knowledge of statistics is required.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|------------------------------------------|
| <b>Frequency</b>                         |
| Each winter semester                     |
| <b>Assessments/Exams:</b>                |
| A written exam (60 min) via the internet |
| <b>Responsible for the Module:</b>       |
| Professorship of Marketing               |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Behavioral Finance                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- FINEC- compulsory 2<sup>nd</sup> semester</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- VWPA-Ergänzungsbereich</li> <li>- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> </ul> |
| <b>Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- FINEC: 2<sup>nd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                           |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                            |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire knowledge about market and portfolio anomalies,</li> <li>- are enabled to apply techniques how to detect these anomalies,</li> <li>- gain insight into psychological explanations,</li> <li>- get to know models in Behavioral Finance.</li> </ul>                                                                                                         |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- Financial theories tested</li> <li>- Empirical Findings: portfolio and market anomalies</li> <li>- Possible explanations of these findings</li> <li>- Discussion of the behavioral finance models</li> </ul>                                                                                                                                                                           |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- Shleifer, A. (2000): Inefficient Markets: An Introduction to Behavioral Finance. Oxford University Press: Oxford et al.</li> </ul>                                                                                                                                                                                                                                                     |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                   |
| 2 credit hours lectures, 1 credit hour small group exercises                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                 |
| English                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Previous Knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Work Load and Credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                   |
| 42 hours attendance time and 108 learning hours incl. exam(s) / 5CP                                                                                                                                                                                                                                                                                                                                                             |
| <b>Frequency:</b>                                                                                                                                                                                                                                                                                                                                                                                                               |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                       |
| Oral exam (20-30 min) or written exam (60 min)                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                              |
| Professorship of Empirical Economics                                                                                                                                                                                                                                                                                                                                                                                            |



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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Besteuerung von Umwandlungen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Accounting &amp; Taxation (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- VWPA: 1.- 3. Fachsemester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Lern- und Qualifikationsziele (Kompetenzen):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erwerben Grundkenntnisse der zivilrechtlichen Grundlagen von Umwandlungen nach dem UmwG,</li> <li>- 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),</li> <li>- sind in der Lage, steuerliche Risiken im Rahmen von Umwandlungsvorgängen zu identifizieren,</li> <li>- sind in der Lage, die Grundlagen des UmwStG auf alle beteiligten Rechtsträger anzuwenden,</li> <li>- erhalten neben den nationalen Vorschriften für innerstaatliche Umwandlungen auch einen Einblick zu Umwandlungen mit Bezug zum Ausland.</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- Umwandlungsformen und deren steuerliche Behandlung</li> <li>- Optionsmöglichkeiten im Rahmen von Umwandlungsvorgängen</li> <li>- Risiken bei Umwandlungsvorgängen</li> <li>- Einführung zu Möglichkeiten und Grenzen bei grenzüberschreitenden Umwandlungen</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Brähler, G. (2020): Umwandlungssteuerrecht: Grundlagen für Studium und Steuerberaterprüfung, 11. Aufl., Springer Gabler: Wiesbaden.</li> <li>- Prinz, U. (2013): Umwandlungen im Internationalen Steuerrecht, 1. Aufl., Otto Schmidt Verlag: Köln.</li> <li>- Weber, W. (2017), Fallsammlung Umwandlungssteuerrecht, 6. Aufl., NWB-Verlag: Herne.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Lehrformen/Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2 SWS Vorlesung/ Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Vorkenntnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>Empfohlen werden Inhalte Moduls „Steuerrecht und Steuerwirkung“ aus dem Bachelorprogramm „Betriebswirtschaftslehre“. Hilfreich sind zudem:</p> <ul style="list-style-type: none"> <li>- „Steuerbilanz und Rechtsform“ aus dem Bachelorprogramm,</li> <li>- „Steuerplanung, Rechtsform und Finanzierung“, „Besteuerung und Corporate Finance“ sowie „International Taxation“ aus dem Masterprogramm.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Arbeitsaufwand:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 28 Präsenz- und 122 Lernzeitstunden                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

|                                                   |
|---------------------------------------------------|
| <b>Häufigkeit des Lehrangebots:</b>               |
| Jedes Wintersemester                              |
| <b>Leistungsnachweise/Prüfung/Credits:</b>        |
| Klausur (60 min), 5 CP                            |
| <b>Modulverantwortliche(r):</b>                   |
| Professur für Betriebswirtschaftliche Steuerlehre |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                             |
| Business Decision Making                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- IMME- compulsory 1<sup>st</sup> Semester</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                                                                                                                                              |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- IMME: compulsory 1<sup>st</sup> or 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                            |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                       |
| <p>The students</p> <ul style="list-style-type: none"> <li>- will obtain a deeper theoretical understanding of individual, interactive, and group decision making,</li> <li>- can learn and train practical methods of decision support for prominent types of decision problems,</li> <li>- will acquire skills for analytical decision support.</li> </ul>                                               |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Preferences and Decision Behavior</li> <li>- Utility Theory</li> <li>- Multiattribute Decisions</li> <li>- Decisions under Uncertainty</li> <li>- Sequential Decisions</li> <li>- Strategic Interactive Decisions</li> <li>- Group Decision Making and Negotiation</li> <li>- Fair Division</li> </ul>                                                            |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- D. Kahneman: Thinking, Fast and Slow, 2012</li> <li>- J. Hammond, R. L. Keeney, H. Raiffa; Smart Choices – A Practical Guide to Making Better Decisions, 2015</li> <li>- R. T. Clemen, T Reilly: Making Hard Decisions, 3<sup>rd</sup> ed., 2013</li> <li>- P. Goodwin, G. Wright: Decision Analysis For Management Judgment, 5<sup>th</sup> ed., 2014</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                              |
| 2 credit hours lectures, 1 credit hours exercises in small groups                                                                                                                                                                                                                                                                                                                                          |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                            |
| English                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                   |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                 |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Any previous attended course in Introductory Microeconomics</li> </ul>                                                                                                                                                                                                                                |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                              |
| <p>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.</p> <p>42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP</p>                                                                        |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                           |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>Written online examination (60 min, 5 CP) at the end of the semester. Prerequisite for admittance to the exam: Submission of solutions to at least 50% of the weekly exercises.</p>                                                                                                                                                                                                                     |

Bonus points can be obtained for submitted exercises. Achieved bonus points can improve the grade of the final examination if passed. Bonus points are acknowledged only in the final examination of the current winter semester.

**Responsible for the Module:**

Professorship of Entrepreneurship

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Combinatorial Optimization in Production & Logistics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Vert.: Supply Chain Management (WPF)</li> <li>- ORBA-Vert.: Quantitative Methods (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- ORBA- compulsory 1<sup>st</sup> Semester (nur SPO WS 2017/2018)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                    |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: compulsory 1<sup>st</sup> semester (SPO WS 2017/2018)</li> <li>- VWPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>The students</p> <ul style="list-style-type: none"> <li>- gain insight into fundamental concepts of exact and heuristic solution approaches for optimization problems in production and logistics,</li> <li>- can model and solve classical optimization problems in production and logistics,</li> <li>- are enabled to apply the presented methods to the introduced problems and to adapt those concepts to related problems.</li> </ul>                                                                                                                                                                                                                                                                                                                                  |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- Fundamentals of linear optimization and mathematical modelling,</li> <li>- 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,</li> <li>- 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,</li> <li>- Basic and advanced heuristic optimization approaches for selected planning problems in production and logistics, e.g., construction heuristics, classical improvement heuristics.</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- folgt</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Sound knowledge of linear programming is recommended.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 56 hours attendance time and 94 learning hours incl. exams / 5CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Winter semester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

During the semester, the following three assessments will take place:  
Assessment 1 and 2, 20% of the module's total evaluation, each: Completion of exercise tasks during the lecture period.  
Assessment 3, 60% of the module's total evaluation: Take-home exam during the regular examination period.  
For successful completion of the module, each assessment must be passed, individually.

**Note:**

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

**Responsible for the Module:**

Professorship of Management Science

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                        |
| Company Valuation                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- FINEC Pflicht 2. Semester</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                         |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- FINEC: 2<sup>nd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                          |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                  |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire a broad theory-based knowledge of company valuation techniques in different frameworks,</li> <li>- become acquainted with finance software (e.g. Excel, MATLAB),</li> <li>- develop an understanding for and experience with empirical analysis based on real data,</li> <li>- gain insights in valuation pitfalls and recent models.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Standard Company Valuation Models (e.g., CAPM, Multi-factor Models, Valuation Multiples)</li> <li>- Discounted Cash Flow Analysis (including TCF, APV, FTE)</li> <li>- Company Valuation under Credit Risk</li> <li>- Probability of Default, Loss given Default, Distance to Default, Expected Loss</li> </ul>                                                              |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Berk, J., DeMarzo, P. (2013): Corporate Finance, 3<sup>rd</sup> Edition, Pearson.</li> <li>- Hillier, D., Ross, S., Westerfield, R., Jaffe, J., &amp; Jordan, B. (2016): Corporate Finance, 3<sup>rd</sup> European Edition, McGraw-Hill Education.</li> </ul>                                                                                                               |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours lectures, 1 credit hour exercises, 1 credit hour small group exercises                                                                                                                                                                                                                                                                                                                                 |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                       |
| English                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                   |
| None                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                            |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Financial Management of the Bachelor Program “International Business and Economics” of the FWW or</li> <li>- Finanzmanagement of the Bachelor Program “Betriebswirtschaftslehre” of the FWW.</li> </ul>                                                                                                          |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                         |
| 56 hours attendance time and 94 learning hours incl. exam / 5 CP                                                                                                                                                                                                                                                                                                                                                      |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                      |
| Each summer semester                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                             |
| 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.                                                                                                                                   |

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| <b>Responsible for the Module:</b> |
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| Professorship of Banking and Finance |
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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                               |
| Concepts and Algorithms of Optimization                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- ORBA- compulsory 1<sup>st</sup> und 2<sup>nd</sup> semester (nur SPO WS2017/2018 und SS 2018)</li> <li>- ORBA-Vert.: Quantitative Methods (WPF)</li> </ul>                                                                                                                                                                                                                          |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- ORBA: Compulsory 1<sup>st</sup> or 2<sup>nd</sup> Semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                         |
| <p>The students</p> <ul style="list-style-type: none"> <li>- develop basic abilities to design mathematical optimization models</li> <li>- obtain an understanding of different types of mathematical optimization problems</li> <li>- get acquainted with using software tools for solving mathematical optimization models</li> <li>- gain insights into the algorithms implemented in those software tools</li> </ul>     |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Basic notions, structural results, and algorithms in graph theory</li> <li>- Modelling Language for Mathematical Optimization Problems</li> <li>- Modelling concrete optimization problems and solving them by standard software</li> <li>- Linear Optimization: Geometry, duality, and algorithms</li> <li>- Mixed Integer Linear Optimization: Geometry and algorithms</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Matousek and Gärtner: Understanding and Using Linear Programming. Springer 2007</li> <li>- Diestel: Graph Theory. Springer 2016</li> </ul>                                                                                                                                                                                                                                          |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                |
| 2 credit hours lectures, 2 credit hours small group exercises                                                                                                                                                                                                                                                                                                                                                                |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                              |
| English                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                          |
| None                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                   |
| Basic knowledge of mathematics as learned in the models Mathematische Methoden I+II of the bachelor study program Betriebswirtschaftslehre                                                                                                                                                                                                                                                                                   |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                          |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                             |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                           |



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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Corporate Governance, Compliance und Konzernrecht                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Accounting &amp; Taxation (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 1.- 3. Fachsemester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- 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,</li> <li>- erlernen Grundlagen des Konzernrechts,</li> <li>- entwickeln Verständnis für konzernrechtliche Fragestellungen.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- die Grundregeln ordnungsgemäßer Unternehmensleitung</li> <li>- die Business Judgement Rule</li> <li>- der deutsche Corporate Governance Kodex</li> <li>- die Pflicht, für ein rechtmäßiges Verhalten des Unternehmensträgers Sorge zu tragen</li> <li>- Organisationspflichten</li> <li>- Grundlagen des Konzernrechts</li> <li>- Haftungsfragen</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Emmerich, V.; Habersack, M. (2020): Konzernrecht - ein Studienbuch. 11. Auflage, Verlag C.H. Beck: München.</li> <li>- Hauschka, C. E.; Moosmayer, K.; Lösler, T. (2016): Corporate Compliance - Handbuch der Haftungsvermeidung im Unternehmen. 3. Auflage, Verlag C.H. Beck: München.</li> <li>- 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.</li> <li>- Schneider, U. H.; Schneider, S. H. (2007): Konzern-Compliance als Aufgabe der Konzernleitung. ZIP, S. 2061-2065.</li> <li>- Schneider, U. H. (2003): Compliance als Aufgabe der Unternehmensleitung. ZIP, S. 645-650.</li> </ul> |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2SWS Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| Empfohlen werden die Inhalte der Module <ul style="list-style-type: none"> <li>- Bürgerliches Recht,</li> <li>- Handels- und Gesellschaftsrecht</li> </ul> aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW. |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                |
| 28 Präsenz- und 122 Lernzeitstunden; 5 CP                                                                                                                                                                               |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                     |
| Jedes Wintersemester                                                                                                                                                                                                    |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                      |
| Klausur (60 min)                                                                                                                                                                                                        |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                         |
| Professur für Bürgerliches Recht, Handels- und Wirtschaftsrecht                                                                                                                                                         |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                      |
| Data mining I- Introduction to Data Mining                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                 |
| - ORBA-Vert.: Methods of Computer Science (WPF)                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| - ORBA: 1 <sup>st</sup> - 3 <sup>rd</sup> semester                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                       |
| 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                                                                                                                                                                                                                                                  |
| <b>Assessments/ Exam:</b>                                                                                                                                                                                                                                                                                                                                                                                           |
| 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 Votierungsverfahrens werden zum Semesterbeginn angekündigt.<br>Prüfung: mündlich (auf Englisch) |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                  |
| Faculty of Computer Science                                                                                                                                                                                                                                                                                                                                                                                         |
| For module description see:<br><a href="https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html">https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html</a>                                                                                                                                            |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Downside Risk                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Wahlmodul (WPF)</li> <li>- ORBA-Vert.: Financial Engineering/Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> </ul>                                                                                                                                                     |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- FINEC: 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 3<sup>rd</sup> semester</li> <li>- EPA: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                           |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>The students</p> <ul style="list-style-type: none"> <li>- obtain a comprehensive theory-based knowledge of downside-oriented portfolio management,</li> <li>- are familiar with finance software (e.g. Excel, MATLAB) and, thus,</li> <li>- are able to conduct empirical analysis in the field of downside risk.</li> </ul>                                                                                                                                                |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Stochastic Dominance, Downside-risk Criteria, Lower Partial Moments</li> <li>- Value at Risk and Conditional Value at Risk</li> <li>- Downside-oriented Asset Pricing and Performance Measurement</li> <li>- Portfolio Insurance</li> </ul>                                                                                                                                                                                           |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Bawa, V.S.; Lindenberg, E.B. (1977): Capital Market Equilibrium in a Mean-Lower Partial Moment Framework, <i>Journal of Financial Economics</i>, Vol. 5, pp. 189-200.</li> <li>- Jorion, P. (2007): Value at Risk: The New Benchmark for Managing Financial Risk, 3<sup>rd</sup> ed., New York: McGraw-Hill.</li> <li>- Reichling, P.; Schulze, G. (2017): Downside-orientiertes Portfoliomanagement, Wiesbaden: Springer.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 2 credit hours lectures, 1 credit hour exercises, 1 credit hour practices                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Previous Knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Financial Management of the Bachelor Program “International Business and Economics” of the FWW or</li> <li>- Portfoliomanagement of the Bachelor Program “Betriebswirtschaftslehre” of the FWW.</li> </ul>                                                                                                                                                                |
| <b>Work Load and Credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 56 hours attendance time and 94 learning hours incl. exam (and assignments) / 5CP                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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| <b>Assessments/Exams:</b> |
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| 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. |
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| <b>Responsible for the Module:</b> |
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| Professorship of Banking and Finance |
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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Econometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- FINEC- compulsory 1<sup>st</sup> Semester</li> <li>- VWPA compulsory 1<sup>st</sup> Semester</li> <li>- EPA compulsory 1<sup>st</sup> Semester</li> <li>- BWL-Vert.: Economics (PF)</li> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> <li>- ORBA-Vert.: Quantitative Methods (WPF)</li> <li>- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)</li> <li>- ORBA-Wahlmodul (nur SPO WS2017/2018 und SS 2018)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                              |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- FINEC: Compulsory 1<sup>st</sup> semester</li> <li>- VWPA: Compulsory 1<sup>st</sup> semester</li> <li>- EPA: Compulsory 1<sup>st</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                            |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>The students</p> <ul style="list-style-type: none"> <li>- improve already established knowledge of fundamental econometric methods,</li> <li>- learn about concepts of modern microeconomic methods during lectures and independently become acquainted with state-of-the art methodology by studying the recommended literature,</li> <li>- are able to use STATA to work problem- and goal-oriented and analyse real world problems independently,</li> </ul>                                                                                                                                                                                                                                                                        |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Regression fundamentals and identification</li> <li>- Instrumental Variables</li> <li>- Panel data</li> <li>- Nonstandard standard error issues</li> <li>- Limited dependent variables and probability models</li> <li>- Advanced methods like difference-in-difference and regression discontinuity design</li> </ul>                                                                                                                                                                                                                                                                                                                                                                           |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- Angrist, J. D.; Pischke, J. S. (2008): Mostly harmless econometrics: An empiricist's companion. Princeton University Press: Princeton.</li> <li>- Angrist, J. D.; Pischke, J. S. (2014): Mastering 'Metrics: The Path from Cause to Effect. Princeton University Press: Princeton.</li> <li>- Cameron, A. C.; Trivedi, P. K. (2009): Microeconometrics using Stata. 5<sup>th</sup> edition, Stata Press: College Station [TX].</li> <li>- Wooldridge, J. M. (2002): Econometric Analysis of Cross Section and Panel Data. MIT Press: Cambridge.</li> <li>- Wooldridge, J. M. (2006): Introductory Econometrics - A Modern Approach. 3<sup>rd</sup> edition, Cengage Learning: Boston.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2 credit hours lectures, 1 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| - none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| - Sound knowledge of introductory econometrics and statistics.       |
| <b>Work load and credits:</b>                                        |
| 42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP |
| <b>Frequency</b>                                                     |
| Each winter semester                                                 |
| <b>Assessments/Exams:</b>                                            |
| Written final exam (60 min)                                          |
| <b>Responsible for the Module:</b>                                   |
| Junior Professorship for Banking and Financial Systems               |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Empirical Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- FINEC Compulsory 2<sup>nd</sup>.Semester</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- VWPA-Vertiefungsbereich (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- FINEC: Compulsory 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>The students</p> <ul style="list-style-type: none"> <li>- learn selected empirical methods in current financial economics research,</li> <li>- get insights into relevant topics in empirical corporate finance and banking research,</li> <li>- learn to present and discuss recent research,</li> <li>- analyse financial data with a statistical software,</li> <li>- and learn to apply empirical methods while maintaining a direct link to economic theory.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>The first part of the course presents selected micro-econometric techniques and applications to empirical corporate finance and governance research:</p> <ul style="list-style-type: none"> <li>- Event studies (corporate events vs. regulatory events)</li> <li>- Sources of endogeneity</li> <li>- Shock-based causal inference</li> <li>- Matching techniques</li> </ul> <p>The second part of the course focuses on banking, regulation of banks and the interplay between the banking sector and the non-financial sector:</p> <ul style="list-style-type: none"> <li>- Why do banks exist?</li> <li>- Regulation and bank risk-taking</li> <li>- Market structure in banking, competition, and effects on economic growth</li> </ul>                                                                                                                                                                       |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Degryse et al. (2009): Microeconometrics of Banking. Oxford University Press: Oxford.</li> <li>- Freixas and Rochet (2008): Microeconomics of Banking. The MIT Press.</li> <li>- Atanasov, Vladimir, and Bernard Black, Forthcoming. Shock-Based Causal Inference in Corporate Finance and Accounting Research, Critical Finance Review (working paper version available on SSRN).</li> <li>- Roberts, Michael R., and Toni M. Whited., 2013. Endogeneity in Empirical Corporate Finance, Handbook of the Economics of Finance 2, 493-572 (working paper version available on SSRN).</li> <li>- Strebulaev, Ilya A., and Toni M. Whited, 2012. Dynamic Models and Structural Estimation in Corporate Finance. Foundations and Trends in Finance 6, 1-163 (working paper version available on SSRN).</li> </ul> <p>Further articles will be conveyed during the lecture.</p> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| <b>Previous knowledge recommendations:</b>                                                                                                               |
| The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Foundations for Finance</li> <li>- Econometrics</li> </ul> |
| <b>Work load and credits:</b>                                                                                                                            |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                      |
| <b>Frequency</b>                                                                                                                                         |
| Lastly in summer semester 2019                                                                                                                           |
| <b>Assessments/Exams:</b>                                                                                                                                |
| Written final exam (60 min)                                                                                                                              |
| <b>Responsible for the Module:</b>                                                                                                                       |
| Junior professorship of Banking and Financial Systems (JP Noth) and Junior professorship for Financial Economics (JP Colonnello)                         |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                           |
| Foundations for Finance                                                                                                                                                                                                                                                                                                                                                  |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- FINEC compulsory 1<sup>st</sup> semester</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA- Ergänzungsbereich</li> <li>- ORBA-Vert.: Financial Engineering/Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- IMME-Wahlmodul</li> </ul>   |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- FINEC: Compulsory 1<sup>st</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 3<sup>rd</sup> semester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul> |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                     |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire knowledge about valuation models in finance</li> <li>- have the ability to make simple portfolio decisions</li> <li>- develop an understanding for firms' major financial decisions</li> </ul>                                                                                                      |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- Overview of corporate governance</li> <li>- Asset valuation</li> <li>- Risk and return</li> <li>- Portfolio theory</li> <li>- Project valuation</li> <li>- Role of capital structure</li> <li>- Derivative instruments and risk management</li> </ul>                                                                           |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Brealey, R.; Myers, S.; Allen, F., Principles of Corporate Finance, 12th Edition, McGraw-Hill Higher Education: Boston, MA.</li> <li>- Further articles will be conveyed during the lecture.</li> </ul>                                                                                                                         |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                            |
| 2 credit hours lectures, 1 credit hours exercises                                                                                                                                                                                                                                                                                                                        |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                          |
| English                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                      |
| - none                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                               |
| - Basic concepts in financial mathematics, probability, and statistics.                                                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                            |
| 42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                     |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                         |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                     |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                              |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                       |
| Junior Professorship for Financial Economics                                                                                                                                                                                                                                                                                                                             |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Financial Engineering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- FINEC Compulsory 2<sup>nd</sup>.Semester</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Vert.: Financial Engineering/ Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- VWPA-Ergänzungsbereich</li> </ul>                                                                                                                                                                                                                                                                                                                        |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- FINEC: Compulsory 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 2<sup>nd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                               |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>The students</p> <ul style="list-style-type: none"> <li>- become acquainted with the most relevant concepts for the modelling of derivatives (financial options and real options),</li> <li>- develop an adequate understanding of the methods for deriving the price of options,</li> <li>- gain insights in computer algebra systems during the teaching unit,</li> <li>- are able to choose feasible analytical numerical algorithms and to apply them on problems of Corporate Finance in the end of the teaching unit,</li> <li>- acquire team and communicative competence through group projects</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Instruments of risk management (Corporate Finance)</li> <li>- Computer algebra systems</li> <li>- Complex financial strategies</li> <li>- Evaluation of derivatives (time continuous/discrete modeling)</li> <li>- Evaluation and modeling of basic and multi-period real option</li> </ul>                                                                                                                                                                                                                                                                                  |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Cuthbertson, K., Nitzsche, D.: Financial Engineering: Derivatives and Risk Management, John Wiley &amp; Sons</li> <li>- Trigeorgis, L.: Real Options: Managerial Flexibility and Strategy in Resource Allocation, MIT Press.</li> <li>- Hull, J.C.: Options, Futures and other Derivatives, Pearson Education</li> <li>- (current editions)</li> <li>- Complementary lecture materials, exercise materials</li> </ul>                                                                                                                                                        |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours lectures, 2 credit hours (lecture hall) exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- None</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- "Investition und Finanzierung" or equivalent courses</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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| Each summer semester                                                                                                                                                                                                                                                                                                                                   |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                              |
| 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. |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                           |
| A withdrawal of the exam registration is not possible for this module.                                                                                                                                                                                                                                                                                 |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                     |
| Professorship of Financial Management and Innovation Finance                                                                                                                                                                                                                                                                                           |



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

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Accounting &amp; Taxation (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Studiensemester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- VWPA: 3. Fachsemester</li> <li>- EPA: 1.- 3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erwerben Kenntnisse zu den Grundzügen des Steuerverwaltungsrechtes sowie des Erbschafts- und Schenkungssteuerrechts,</li> <li>- werden befähigt, zu erkennen, ob ein Steuerbescheid bzw. Verwaltungsakt noch änderbar ist und welche Rechtsmittel zur Änderung anzuwenden sind,</li> <li>- sind in der Lage, einen einfachen Erbschafts- oder Schenkungssteuerfall inklusive des Ausfüllens der Steuerformulare zu bearbeiten.</li> </ul>                                                                                                                                                    |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Abgabenordnung</p> <ul style="list-style-type: none"> <li>- Verwaltungsakt und die Bekanntgabe</li> <li>- der fehlerhafte Verwaltungsakt</li> <li>- Fristen</li> <li>- Korrekturmöglichkeiten von Verwaltungsakten</li> <li>- Verjährung von Verwaltungsakten</li> <li>- Einführung in das steuerliche Haftungsrecht und in das Einspruchsrecht</li> <li>- Erbschafts- und Schenkungssteuerrecht</li> <li>- zivilrechtliche Grundlagen zur Schenkung, der gesetzlichen Erbfolge und der Testierfreiheit, Steuerklassen, Freibeträge, Veranlagung</li> <li>- Bewertung von Immobilien, Unternehmen, sonstigen Vermögensgegenständen und Schulden</li> </ul> |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- Andrascek-Peter, R.; Braun, W.; Friemel, R. (2010): Lehrbuch Abgabenordnung: Mit Finanzgerichtsordnung. 17. Auflage, NWB: Herne.</li> <li>- Horschitz, H.; Gross, W.; Schur, P. (2010): Bewertungsrecht, Erbschaftsteuer, Grundsteuer. 17. Auflage, Schäffer-Poeschel: Stuttgart.</li> </ul>                                                                                                                                                                                                                                                                                                                         |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 2 SWS Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Teilnahmevoraussetzung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>Empfohlen werden die Inhalte des Moduls</p> <ul style="list-style-type: none"> <li>- Steuerrecht und Steuerwirkung</li> </ul> <p>aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW bzw. äquivalente Kurse..</p>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Arbeitsaufwand und Credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 28 Präsenzstunden und 122 Stunden Selbststudium inkl. Prüfungsleistung(en) / 5CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Jedes Wintersemester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| Klausur (60 min) |
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| <b>Anmerkung:</b> |
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| Äquivalent zu 20554: Keine Anrechnung möglich für Studierende, die die entsprechende Bachelor-Veranstaltung bereits belegt und bestanden haben. |
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| <b>Modulverantwortliche(r):</b> |
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|---------------------------------------------------|
| Professur für Betriebswirtschaftliche Steuerlehre |
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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Industrieökonomik II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- EPA-Vertiefungsbereich (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- VWPA: 1.- 3. Fachsemester</li> <li>- EPA: 1.- 3. Fachsemester</li> <li>- BWL: 1.-3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erlangen vertiefte Kenntnisse in der strukturellen Analyse von marktwirtschaftlichen Systemen am Bsp. von Bankenmärkten,</li> <li>- lernen weiterführende Verfahren zum strategischen Verhalten von Unternehmen auf (Finanz-) Märkten kennen,</li> <li>- entwickeln Fähigkeiten zur Anwendung alternativer Methoden bei der Untersuchung von Marktprozessen,</li> <li>- sind in der Lage, komplexe Fragestellungen der staatlichen Aufsicht in Wettbewerbsökonomien – insbesondere in Finanzsystemen – zu beantworten</li> <li>- werden befähigt, wettbewerbspolitische Maßnahmen kritisch zu bewerten</li> <li>- werden zur eigenständigen Vertiefung von Teilaspekten der Industrieökonomik angeregt und befähigt</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- Konzentration</li> <li>- Wettbewerb in Bankenmärkten</li> <li>- Eigenkapitalregulierung und Bankenverhalten</li> <li>- Regulierung und Bankenstruktur</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Van Hoose, D. (2017): The Industrial Organization of Banking. 2nd edition, Springer-Verlag: Berlin et. al.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 2 SWS Vorlesung, 1 SWS Übung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Kenntnisse über die Inhalte der Module Mikroökonomik und Spieltheorie aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW sollten vorhanden sein.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 42 Präsenz- oder Onlinestunden (synchron oder asynchron) und 108 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Jedes Wintersemester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Klausur (60 min)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Professur für Monetäre Ökonomie und öffentlich-rechtliche Finanzwirtschaft                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                 |
| Insolvenzrecht                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Accounting and Taxation (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> </ul>                                                                                     |
| <b>Studiensemester:</b>                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> <li>- VWPA: 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                       |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                        |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erlernen die rechtlichen Regelungen für das deutsche Gesamtvollstreckungs- und Sanierungsverfahren</li> <li>- entwickeln ein Bewusstsein für die Gefahren und die Handlungsnotwendigkeiten in wirtschaftlichen Krisensituationen</li> <li>- entwickeln Verständnis für die Wirksamkeit und die Grenzen von Sicherungen für den Insolvenzfall</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Insolvenzverfahren als Marktinstrument</li> <li>- Insolvenzverfahren als Antragsverfahren</li> <li>- Arten von Insolvenzverfahren</li> <li>- Abwicklung insolventer Unternehmen</li> <li>- Recht der Insolvenzanfechtung</li> <li>- Aus- und Absonderungsrechte</li> <li>- Sonderrechte im Insolvenzverfahren</li> </ul>                                                        |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- Pape/Uhlenbruck/Voigt-Salus, Insolvenzrecht, 2. Aufl.,</li> <li>- Foerste, Insolvenzrecht, 6. Aufl.,</li> <li>- Pape/Gundlach/Vortmann, Handbuch der Gläubigerrechte, 3. Aufl. in Vorbereitung</li> </ul>                                                                                                                                                                       |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                               |
| 2 SWS Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                               |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                         |
| keine                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>Empfohlen werden die Inhalte der Module</p> <ul style="list-style-type: none"> <li>- Bürgerliches Recht,</li> <li>- Handels- und Gesellschaftsrecht.</li> </ul> <p>aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.</p>                                                                                                                                                                                   |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| International Corporate Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- IMME compulsory 1<sup>st</sup> semester</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- IMME: Compulsory 1<sup>st</sup> or 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>The students</p> <ul style="list-style-type: none"> <li>- analyse the strategic positioning of firms in the context of digital transformation,</li> <li>- grasp the theoretical concepts related to strategy development and implementation</li> <li>- evaluate the potential impact of digitization on internationally operating organizations</li> <li>- apply the theoretical concepts to business cases</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Ansoff, H.I. (1957). Strategies for diversification. Harvard Business Review, 35(5): 113-124.</li> <li>- Barney, J.B. 1986. Strategic factor markets: Expectations, luck, and business strategy. Management Science, 32: 1231-1241.</li> <li>- Brandenburger, A.M., Stuart, H.W. 1996. Value-based business strategy. Journal of Economics &amp; Management Strategy 5(1) 5-24.</li> <li>- Cockburn, I. M., Henderson, R. M., &amp; Stern, S. 2000. Untangling the origins of competitive advantage. Strategic Management Journal, 21(10-11): 1123-1145.</li> <li>- Hambrick, D. &amp; Mason, P. (1984). Upper echelons: The organization as a reflection of its top managers. Academy of Management Review, 193-206.</li> <li>- Hambrick, D.C. &amp; J.W. Frederickson. 2001. Are you sure you have a strategy? The Academy of Management Executive, 15(4): 48-59</li> <li>- Sebastian, I. M., Ross, J.W., Beath, C., Mocker, M., Moloney, K.G. &amp; Fonstad, N. O. (2017) How Big Old Companies Navigate Digital Transformation. MIS Quarterly Executive, 16(3): 197-213.</li> <li>- Singh, A. &amp; Hess, T. (2017). How Chief Digital Officers Promote the Digital Transformation of their Companies. MIS Quarterly Executive, 16(1): 1-17.</li> <li>- Porter, M.E. 1996. What is strategy? Harvard Business Review, 61-78.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 2 credit hours lectures (online format), 2 credit hours (lecture hall/online format) exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                       |
| - none                                                                                                                                                                                                                                                                                                           |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                    |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                              |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                 |
| Each winter semester                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                        |
| 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). |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                               |
| Professorship of International Management                                                                                                                                                                                                                                                                        |



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| International Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Accounting &amp; Taxation (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- ORBA-Vert.: Financial Engineering/Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> </ul>                                                                                                                                        |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 3<sup>rd</sup> semester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- FINEC: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                              |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>The students</p> <ul style="list-style-type: none"> <li>- become aware of basic problems and terms of international taxation,</li> <li>- attain knowledge on international tax regulations,</li> <li>- learn how to take into account taxes in international business transactions and how to measure tax burdens,</li> <li>- gain knowledge of international tax planning strategies,</li> <li>- learn how investment and financing decisions are affected by profit taxation.</li> </ul>              |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Basic principles and terms of business taxation</li> <li>- Measurement of tax burdens</li> <li>- Double tax convention: OECD Model Convention</li> <li>- Transfer pricing guidelines</li> <li>- European principles and regulations of profit taxation</li> <li>- International tax planning and profit shifting</li> <li>- Taxation of multinational firms and cross-border investments</li> <li>- Taxation of international mergers and acquisitions</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- Schreiber, U. (2013), International company taxation: An introduction to the legal and economic principles, Springer: Berlin Heidelberg.</li> </ul>                                                                                                                                                                                                                                                                                                               |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2 credit hours lectures, 1 credit hour exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- None</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>The contents of the following modules from the bachelor program are recommended:</p> <ul style="list-style-type: none"> <li>- Basic skills in finance and accounting are recommended.</li> <li>- Skills in taxation are helpful but not a necessary prerequisite.</li> </ul>                                                                                                                                                                                                                            |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| International Trade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- VWPA compulsory 1<sup>st</sup> semester (Wiederholungsprüfung)</li> <li>- EPA- Vertiefungsbereich (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- VWPA: compulsory 1<sup>st</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>The students</p> <ul style="list-style-type: none"> <li>- get introduced to the main theories of international trade and factor movements as well as all major topics of trade policy,</li> <li>- are enabled to analyse any issue of international trade in a professional and analytically sound manner.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Trade Theory <ul style="list-style-type: none"> <li>- Labour Productivity and Comparative Advantage</li> <li>- Factor Endowments and Income Distribution</li> <li>- Terms-of-Trade Effects in a Standard Trade Model</li> <li>- Economies of Scale and Imperfect Competition</li> <li>- The Idea of Heterogeneous Firms</li> </ul> </li> <li>- Theory of International Factor Movements <ul style="list-style-type: none"> <li>- Labour Mobility</li> <li>- Capital Mobility</li> <li>- Knowledge Diffusion</li> </ul> </li> <li>- Trade Policy <ul style="list-style-type: none"> <li>- Instruments</li> <li>- Political Economy</li> <li>- Infant Industry Arguments</li> <li>- Growth and Development</li> <li>- Past and Current Issues</li> </ul> </li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Caves, R.; Frankel, J. A.; Jones, R. (2007): World Trade and Payments. 10th edition, Pearson/Addison-Wesley: Boston [Mass.] et al.</li> <li>- Gandolfo, G. (1998): International Trade Theory and Policy. Springer Verlag: Berlin et al.</li> <li>- Krugman, P. R.; Obstfeld, M. (2012): International Economics – Theory and Policy. 9th edition, Pearson/Addison-Wesley: Boston [Mass.] et al.</li> </ul>                                                                                                                                                                                                                                                                                                                                                        |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 2 credit hours lectures and 1 credit hour exercise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| - none                                                                                                                                                                     |
| <b>Previous knowledge recommendations:</b>                                                                                                                                 |
| The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Microeconomics</li> <li>- Introduction to International Economics</li> </ul> |
| <b>Work load and credits:</b>                                                                                                                                              |
| 42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP                                                                                                       |
| <b>Frequency</b>                                                                                                                                                           |
| Each winter semester                                                                                                                                                       |
| <b>Assessments/Exams:</b>                                                                                                                                                  |
| Written final exam (60 min) or online exam or written assignment                                                                                                           |
| <b>Responsible for the Module:</b>                                                                                                                                         |
| Professorship of International Economics                                                                                                                                   |

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| <b>Module:</b>                                                                                                                                                                                                                                                           |
| Introduction to Computer Science for Engineers                                                                                                                                                                                                                           |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                      |
| - ORBA-Vert.: Methods of Computer Science (WPF)                                                                                                                                                                                                                          |
| <b>Semester:</b>                                                                                                                                                                                                                                                         |
| - ORBA: Compulsory 1 <sup>st</sup> or 2 <sup>nd</sup> semester                                                                                                                                                                                                           |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                            |
| 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                                                                                                        |
| <b>Note:</b>                                                                                                                                                                                                                                                             |
| Equivalent to "Introduction to Computer Science for ORBA" - It is not possible to attend both modules.                                                                                                                                                                   |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                       |
| Professorship of Simulation (FIN)- Institut für Technische und Betriebliche Informationssysteme (ITI)                                                                                                                                                                    |
| For module description see:<br><a href="https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html">https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html</a> |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                             |
| Introduction to Software-Engineering for Engineers                                                                                                                                                                                                                                                                                                         |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                        |
| - ORBA-Vert.: Methods of Computer Science (WPF)                                                                                                                                                                                                                                                                                                            |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                           |
| - ORBA: 1 <sup>st</sup> - 3 <sup>rd</sup> semester                                                                                                                                                                                                                                                                                                         |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                              |
| 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                                                                                                                                                                                         |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                         |
| Faculty of Computer Science                                                                                                                                                                                                                                                                                                                                |
| For module description see:<br><a href="https://www.bekanntmachungen.ovgu.de/media/Modulhandb%3bccher/Bachelor+_Studien%3a4nge/Wirtschaftsinformatik/Modulkatalog+Wintersemester+2019_2020.pdf">https://www.bekanntmachungen.ovgu.de/media/Modulhandb%3bccher/Bachelor+_Studien%3a4nge/Wirtschaftsinformatik/Modulkatalog+Wintersemester+2019_2020.pdf</a> |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Investition und Finanzierung III: Engineering Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL-Vert: Finance (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Vert.: Financial Engineering /Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- EPA-Ergänzungsbereich</li> <li>- VWPA-Ergänzungsbereich</li> </ul>                                                                                                                                                                                                                                                                                                                       |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- ORBA: 1.- 3. Fachsemester</li> <li>- EPA: 1.- 3. Fachsemester</li> <li>- VWPA: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- werden mit den lebensphasenbezogenen Problemstellungen von privatwirtschaftlichen Unternehmen vertraut gemacht.</li> <li>- lernen die wesentlichen Methoden und Werkzeuge kennen, um finanzwirtschaftliche Probleme in der Gründungs-, Wachstums- und Liquidationsphase eines Unternehmens analysieren und bewerten zu können.</li> <li>- erlernen die Vor- und Nachteile unterschiedlicher Finanzierungsformen</li> <li>- und erlangen die Fähigkeit deren Vorteilhaftigkeit kontextspezifisch berechnen zu können.</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Lebensphasenbezogene Problemstellungen von Unternehmen im Bereich von Investition und Finanzierung (Gründungs-, Wachstums- und Liquidationsphase)</li> <li>- Projektbewertung mittels Risikoanalyse/Simulationstechniken</li> <li>- Finanzwirtschaftliche Bewertung von Technologieunternehmen</li> <li>- Formen der Unternehmensfinanzierung, Kapitalstrukturtheorie</li> <li>- Simultane Investitions- und Finanzplanung mittels mathematischer Programmierung</li> </ul>                                                                             |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- Park, C.S.: Fundamentals of Engineering Economics, Prentice Hall.</li> <li>- Adam, D.: Investitionscontrolling, Oldenbourg.</li> <li>- Hull, J.C.: Options, Futures and other Derivatives, Pearson Education</li> <li>- Perridon, L., Steiner, M., Rathegeber, A.: Finanzwirtschaft der Unternehmung, Vahlen.</li> <li>- Drukarczyk, J., Schüler, A.: Unternehmensbewertung, Vahlen.<br/>(vorrangig aktuelle Auflagen)</li> <li>- Vorlesungsbegleitende Materialien, Übungsunterlagen</li> </ul>                                                        |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 2 SWS Vorlesung, 2 SWS (Hörsaal-)Übung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Modul „Investition und Finanzierung“ bzw. äquivalente Kurse                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                    |
| Jedes Wintersemester                                                                                                                                                                                                                                                                   |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                     |
| 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. |
| Der Modulverantwortliche behält sich vor, Prüfungsvorleistungen für die Zulassung zur Prüfung zu fordern und diese in die Bewertung der Prüfung einfließen zulassen.                                                                                                                   |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                                        |
| Professur für Innovations- und Finanzmanagement                                                                                                                                                                                                                                        |



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

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Marketing Methods and Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- IMME compulsory 2<sup>nd</sup> semester</li> <li>- BWL-Vert.: Marketing &amp; E-Business (PF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- IMME: Compulsory 1<sup>st</sup> or 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                           |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>Students</p> <ul style="list-style-type: none"> <li>- examine the role of marketing research in formulating marketing research problems,</li> <li>- develops basic skills in conducting and evaluating marketing research projects,</li> <li>- acquire new knowledge in research design, methods of data collection (including data collection instruments, sampling, and field operations), and essential data analysis techniques,</li> </ul> <p>acquire new knowledge in working with IBM SPSS Statistics in order to apply the methods taught in the lectures.</p> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- The role and value of marketing research information</li> <li>- The marketing research process</li> <li>- Designing the marketing research project</li> <li>- Gathering and collecting data</li> <li>- Data preparation and analysis (e.g., hypothesis tests, ANOVA, regression analysis, factor analysis, cluster analysis)</li> <li>- Principles of qualitative research</li> </ul>                                                                                                                                            |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- 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.</li> </ul>                                                                                                                                                                                                                                                                                                                                                |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- marketing principles and basic statistics.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Each summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>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.</p>                                                                                                                                                                            |

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| <b>Responsible for the Module:</b> |
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| Professorship of Marketing |
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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Master-Thesis mit Kolloquium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Pflichtmodul                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| - 4. Fachsemester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Die Studierenden <ul style="list-style-type: none"> <li>- entwickeln ein Verständnis für die Problematik der Findung und Formulierung einer Forschungsfrage,</li> <li>- erhalten einen Einblick in die Planung und Durchführung eines eigenen Forschungsvorhabens, welches an die Inhalte des Studiengangs anknüpft,</li> <li>- erwerben die Fähigkeit, eine wissenschaftliche Arbeit zu erstellen und zu verteidigen,</li> <li>- sind in der Lage, sich mit den Arbeitsergebnissen anderer Teilnehmenden des Kolloquiums auseinanderzusetzen.</li> </ul>                                                                                                                                                              |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Alle Studierenden, die im betreffenden Semester eine Master-Thesis in dem entsprechenden Schwerpunkt erstellen, nehmen an dem Kurs teil. Im Rahmen des Kurses werden <ul style="list-style-type: none"> <li>- Forschungsfragen definiert,</li> <li>- Zwischenergebnisse und Ergebnisse präsentiert und diskutiert,</li> <li>- die Erstellung der Master Thesis begleitet.</li> </ul> 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. |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| - nach Absprache mit dem jeweiligen Betreuer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2SWS zusätzliche Sitzungen in kleineren Gruppen können stattfinden<br>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.                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| - keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| - keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 28 Präsenzstunden und 872 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 30 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Jedes Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Erstellung der Master-Thesis; Teilnahme am Kolloquium<br>(Die Zeit von der Ausgabe des Themas bis zur Abgabe der Masterarbeit beträgt einschließlich einer vierwöchigen Einlesezeit 5 Monate.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Anmerkung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Für dieses Modul ist vier Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

Studiengangsbeauftragte(r) sowie die jeweils das Modul anbietende Professur

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Mathematical Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- VWPA compulsory 1<sup>st</sup> semester</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- VWPA: compulsory 1<sup>st</sup> semester</li> <li>- IMME: 1<sup>st</sup> - 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire an analytical understanding of mathematical methods and learn to apply these methods to economic problems</li> <li>- are able to apply static and dynamic optimization in economics,</li> <li>- get introduced to the analysis of differential equations.</li> </ul>                                                                                                                                                                                                                                                                                                                        |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- Basic mathematical concepts</li> <li>- Constrained and unconstrained optimization</li> <li>- Sensitivity analysis</li> <li>- Application to consumer choice and general equilibrium theory</li> <li>- Differential equations</li> <li>- Optimal control theory</li> <li>- Applications to growth theory and monetary economics</li> </ul>                                                                                                                                                                                                                                                                               |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Sydsaeter, K.; Hammond, P.; Seierstad, A.; Strom, A. (2005): Further Mathematics for Economic Analysis. Financial Times/Prentice Hall: New York et al.</li> <li>- Werner, F.; Sotskov, Y. N. (2006): Mathematics of Economics and Business. Routledge: London et al.</li> <li>- Gandolfo, G. (2009): Economic Dynamics. 4th edition, Springer Verlag: Berlin et al.</li> <li>- Kamien, M. I.; Schwartz, N. L. (1991): Dynamic Optimization. 2nd edition, Saunders Ltd: Amsterdam et al.</li> <li>- Simon, C. P.; Blume, L. E. (1994): Mathematics for Economists. W.W. Norton &amp; Company: New York et al.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Sound knowledge of Basic Mathematics.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Institute of Mathematical Optimization                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |



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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Methoden der experimentellen Wirtschaftsforschung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- VWPA Pflicht 2. Fachsemester</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- BWL-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- VWPA: Pflicht 2. Fachsemester</li> <li>- BWL: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- lernen die grundlegende Methodik der experimentellen Wirtschaftsforschung kennen.</li> <li>- erwerben Kenntnisse über wissenschaftstheoretische Einordnung der experimentellen Methode in den Kanon der Instrumente der ökonomischen Forschung</li> <li>- lernen wichtige experimentelle Befunde beispielhaft kennen</li> <li>- erwerben alle Fertigkeiten und Kenntnisse, die notwendig sind, experimentelle Forschung zu betreiben</li> <li>- sind in der Lage, die methodische Qualität experimenteller Forschung zu bewerten und selbst Experimente auf hohem methodischen Niveau durchzuführen.</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Teil I: Die Einordnung der experimentellen Methode in die Wissenschaftsgeschichte der Ökonomik und in das Zusammenspiel von normativer Theorie und Experimenten.</li> <li>- Teil II: Die grundlegende Methodik ökonomischer Experimente und beispielhafte Experimente.</li> <li>- Teil III: Die praktische Durchführung ökonomischer Experimente.</li> </ul>                                                                                                                                                                                                                                                                            |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- Weimann, J., Brosig-Koch J. (2019): Methoden der experimentellen Wirtschaftsforschung, Heidelberg, Springer Verlag</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 2 SWS Vorlesung, 2 SWS Übung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- Keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Jedes Sommersemester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 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.                                                                                                                                                                                                                    |
| <b>Anmerkung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Monetary Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- EPA- Vertiefungsbereich (WPF)</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                                                                                                                                                       |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- VWPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- FINEC: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                    |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>The students</p> <ul style="list-style-type: none"> <li>- get introduced into the fundamentals of financial markets and monetary systems,</li> <li>- become acquainted with different monetary aggregates and financial assets,</li> <li>- gain insight into typical problems like deriving yield- or risk-structures of interest rates,</li> <li>- acquire knowledge about central bank systems,</li> <li>- are enabled to cope with problems of money supply and interbank transactions.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- Financial, money and payment systems</li> <li>- Interest rates, yield and rates of return</li> <li>- Behaviour of interest rates</li> <li>- Risk and term structure of interest rates</li> <li>- Central bank systems</li> <li>- Banks and the money supply process</li> </ul>                                                                                                                                                                                  |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Mishkin, F. S. (2009): The Economics of Money, Banking, and Financial Markets. 9th edition, Pearson/Addison-Wesley: Boston [Mass.] et al.</li> </ul>                                                                                                                                                                                                                                                                                                            |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2 credit hours lecture, 1 credit hour small group exercise                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Knowledge of Micro- and Macroeconomics</li> </ul>                                                                                                                                                                                                                                                                                                                                                   |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 42 hours attendance time or online lessons (synchronous or asynchronous) and 108 learning hours incl. exam(s) / 5CP                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| <b>Responsible for the Module:</b> |
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| Professorship of Monetary Economics and Public Financial Institutions |
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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Open Economy Macroeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- FINEC Compulsory 2<sup>nd</sup> semester</li> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- ORBA-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- FINEC: Compulsory 2<sup>nd</sup> semester</li> <li>- VWPA: 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup> 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>The students</p> <ul style="list-style-type: none"> <li>- are introduced to intermediate knowledge of macroeconomics with a focus on growth, trade and macroeconomic policy,</li> <li>- are introduced to different types of macroeconomic modelling,</li> <li>- learn to understand and analyse macroeconomic problems and situations.</li> </ul>                                                                                                                                                                                                                                                                                                               |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>The course will introduce the students to the following topics:</p> <ul style="list-style-type: none"> <li>- Growth Models</li> <li>- Real Business Cycle Theory</li> <li>- International Trade Theory</li> <li>- Money, Interest and Exchange Rates</li> <li>- Prices and Exchange Rates in the Long Run</li> <li>- Open Economy Macroeconomics I: The Long Run</li> <li>- Open Economy Macroeconomics II: The Short Run</li> <li>- International Trade Policies</li> <li>- Infinite-Horizon and Overlapping-Generations Models</li> <li>- Dynamic Stochastic General-Equilibrium Models of Fluctuations</li> <li>- Cross-Country Income Differences</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- Advanced Macroeconomics 4th Edition By David Romer</li> <li>- International Economics: Theory and Policy 10th Edition By Krugman, Obstfeld and Melitz</li> <li>- Further articles will be conveyed during the lecture.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 2 credit hours lectures, 1 credit hours exercise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> <li>- microeconomics</li> <li>- macroeconomics</li> <li>- econometrics</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 42 hours attendance time and 108 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Lastly in summer semester 2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

|                                            |
|--------------------------------------------|
| Written final exam (120 min)               |
| <b>Responsible for the Module:</b>         |
| Juniorprofessorship of Financial Economics |



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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Optimization Methods for Machine Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| - ORBA-Vert.: Quantitative Methods (WPF)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| - ORBA: 1 <sup>st</sup> - 3 <sup>rd</sup> semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| - Mikosch, T. (2000): Elementary Stochastic Calculus with Finance in View. World Scientific: Singapore et al.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 4 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| - none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 84 hours attendance time and 216 learning hours incl. exam(s) [if applicable, missing knowledge from the Bachelor Program is to be acquired independently] / 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Professorship of Mathematics (FMA)<br>Institute of Mathematical Optimization (IMO)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| For module description see:<br><a href="http://www.math.ovgu.de/math_media/ordnungen/modulkatalog/2019a_MSc_Math_Modulhandbuch-p-12794.pdf">http://www.math.ovgu.de/math_media/ordnungen/modulkatalog/2019a_MSc_Math_Modulhandbuch-p-12794.pdf</a> (currently page 31)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Further information you can find here:<br><a href="https://mathopt.de/TEACHING/2020OMML/">https://mathopt.de/TEACHING/2020OMML/</a><br>In particular, there is an agreement that ORBA students may choose the lecture as a compulsory elective module (with 10 CP to motivate the independent study of mathematical foundations necessary to follow the lecture). However, please note that the lecture is addressed to mathematical master students and assumes a good understanding of mathematical basics, especially in the second part of the lecture. If you are mainly interested in applying machine learning and not so much in analysing the training process, other lectures might be better suited for you. Note that the lecture Concepts and Algorithms of Optimization is not sufficient as a requirement; you will have to invest more time to acquire additional mathematical knowledge. |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Organisationsgestaltung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- BWL: 1.-3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>Das Ziel der Veranstaltung ist der Erwerb eines vertiefenden Verständnisses</p> <ul style="list-style-type: none"> <li>- eines ökonomischen Instrumentariums zum Treffen „guter“ Entscheidungen über Organisationsalternativen,</li> <li>- über ausgewählte Delegations-, Anreiz- und Kontrollprobleme sowie über moderne Organisationsformen,</li> <li>- über die Anwendung verschiedener Modelle zur Beeinflussung des Verhaltens von Individuen in Organisationen.</li> </ul>                                                                                                                                                                                                                                                          |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Grundlagen der Organisationsgestaltung <ul style="list-style-type: none"> <li>- Organisationsbegriffe</li> <li>- Organisatorische Strategien</li> </ul> </li> <li>- Unternehmensorganisation als Systemstrukturierung</li> <li>- Maßnahmen der Organisations- und Aufgabengestaltung</li> <li>- Ausgewählte Ansätze zur Lösung von Delegations-, Anreiz- und Kontrollproblemen</li> </ul>                                                                                                                                                                                                                                                                                                           |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Kräkel, M. (2015): Organisation und Management. 6. Auflage, Siebeck Verlag: Tübingen.</li> <li>- Laux, H.; Liermann, F. (2005): Grundlagen der Organisation: Die Steuerung von Entscheidungen als Grundproblem der Betriebswirtschaftslehre. 6. Auflage, Springer Verlag: Berlin et al.</li> <li>- Laux, H. (1979): Grundfragen der Organisation, Delegation, Anreiz und Kontrolle. Springer Verlag: Berlin et al.</li> <li>- Schreyögg, G., Geiger, D. (2016): Organisation: Grundlagen moderner Organisations-gestaltung, 6. Auflage, Gabler: Wiesbaden.</li> <li>- Staehle, W. (1999): Management – Eine verhaltenswissenschaftliche Perspektive, 8. Auflage, Verlag Vahlen: München.</li> </ul> |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2 SWS Vorlesung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Empfohlen werden die Inhalte des Moduls „Entscheidungstheorie“ aus dem Bachelorprogramm der FWW.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                              |
| 28 Präsenzstunden und 122 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP                                                                                                                                                                                                                                                                                                                                                      |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                   |
| Jedes Wintersemester                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet die/der Modulverantwortliche zusammen mit dem Prüfungsausschuss, ob die Prüfungsleistungen jeweils online oder offline; mit Verweis auf §4 (1) und. (2) der „Allg. Bestimmungen der Studiengänge. der OVGU“ entweder als Klausur (60 min) oder Fallstudie oder Hausarbeit oder schriftliche Ausarbeitung oder Präsentation oder mdl. Prüfung durchgeführt wird. |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                                                                                                                                                                                       |
| Professur für Unternehmensführung und Organisation; Dr. Olga Metzger                                                                                                                                                                                                                                                                                                                                                                  |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Predictive Analytics and Forecasting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> <li>- ORBA-Vert.: Supply Chain Management (WPF)</li> <li>- ORBA- Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>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.</p> <p>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.</p> <p><u>Knowledge / Understanding</u></p> <p>Students</p> <ul style="list-style-type: none"> <li>- understand the steps needed to build and validate model to analyse and predict choice behaviour;</li> <li>- understand principles of (human) choice behaviour and how to make predictions.</li> </ul> <p><u>Abilities / Skills</u></p> <p>Students</p> <ul style="list-style-type: none"> <li>- apply advanced R tools for choice data analytics, prediction, and adequate communication of results</li> </ul> <p><u>Competencies</u></p> <p>Students</p> <ul style="list-style-type: none"> <li>- evaluate use-cases regarding their requirements for a choice data analytics project;</li> <li>- evaluate predictions according to relevant metrics;</li> <li>- build and validate formal choice models;</li> <li>- consider operational aspects for deployment.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>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.</p> <ul style="list-style-type: none"> <li>- <i>Fundamental methodology</i>, e.g. the foundations of individual choice modeling, random utility models, discrete choice models (binary and multinomial);</li> <li>- <i>Data collection issues</i>, e.g. choice-based samples, choice experiments;</li> <li>- <i>Model design issues</i>, e.g. specification of utility functions, generic and alternative specific variables;</li> <li>- <i>Model estimation issues</i>, e.g. statistical estimation, testing procedures, simulation-based approaches;</li> <li>- <i>Forecasting techniques</i>, e.g. aggregate predictions, sample enumeration, micro-simulation, elasticities, pivot-point predictions and transferability of parameters;</li> </ul>                                                                                                      |

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| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- Koppelman, F. S., &amp; Bhat, C. (2006). A self instructing course in mode choice modeling: Multinomial and nested logit models. U.S. Department of Transportation, Federal Transit Administration.</li> <li>- Train, E., Kenneth. (2009). Discrete choice methods with simulation. Cambridge University Press.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                       |
| 2 credit hours lectures, 2 credit hours (lecture hall) exercise                                                                                                                                                                                                                                                                                                     |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                     |
| English                                                                                                                                                                                                                                                                                                                                                             |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                 |
| none                                                                                                                                                                                                                                                                                                                                                                |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Basic understanding of statistics and econometrics</li> </ul>                                                                                                                                                                                                                                                              |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                       |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                 |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                    |
| Winter term 2020/21                                                                                                                                                                                                                                                                                                                                                 |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                           |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                         |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                  |
| Professorship of Operations Management                                                                                                                                                                                                                                                                                                                              |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                          |
| Pricing in Global and Local Competition                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Wahlmodul</li> <li>- EPA-Vertiefungsbereich (WPF)</li> <li>- EPA-Ergänzungsbereich</li> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> </ul>                                 |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                     |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                    |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire knowledge on competitive and behavioural pricing in various markets</li> <li>- understand the game theoretical foundations of price interaction markets</li> <li>- obtain analytic skills in modelling and studying market interaction and pricing</li> <li>- develop and critically evaluate pricing concepts in teams</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- Market interaction models with horizontal, multi-channel, and platform competition.</li> <li>- Consumer search, consumer type differentiation, and behavioural pricing strategies.</li> </ul>                                                                                                                                                                  |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Belleflamme, Paul, and Peitz, Martin (2015): Industrial Organization: Markets and Strategies. Cambridge University Press.</li> <li>- Raju, Jagmohan, and Zhang, Z. John (2010): Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability. FT Press.</li> </ul>                                                     |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                           |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                       |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                         |
| English                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- None</li> </ul>                                                                                                                                                                                                                                                                                                                                                |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- Basics in microeconomics and basics in game theory.</li> </ul>                                                                                                                                                                                                                                                                                                 |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                           |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                     |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                               |
| 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.                                                                                                                                              |

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| <b>Responsible for the Module:</b> |
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| Professorship of E-Business |
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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Proseminar: Quantitativ-Experimentelle Marketingforschung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>- BWL- Vert.: Marketing &amp; E-Business (WPF)</li> <li>- IMME- Vert.: Marketing (WPF)</li> <li>- IMME- Vert: International Management (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL: 3. Fachsemester</li> <li>- IMME: 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>Durch die erfolgreiche Teilnahme am Seminar lernen die Studierenden...</p> <ul style="list-style-type: none"> <li>- selbstständig eine experimentelle Studie im Bereich Marketing zu planen, durchzuführen, auszuwerten sowie zu berichten.</li> <li>- sich vertiefend und kritisch mit englischsprachiger Forschungsliteratur in den Bereichen Marketing, Konsumentenverhalten und Konsumentenpsychologie auseinanderzusetzen.</li> <li>- den anwendungsorientierten Umgang mit multivariaten Analyseverfahren, die üblicherweise bei der Auswertung von Experimenten im Bereich Marketing zum Einsatz kommen.</li> <li>- den Umgang mit üblichen Softwarelösungen zur Programmierung (bspw. Sawtooth Software Lighthouse Studio) und Auswertung experimenteller Marketingstudien (bspw. IBM SPSS oder R)</li> <li>- ihre Projektmanagement-Fähigkeiten zu vertiefen.</li> <li>- Forschungsergebnisse zu präsentieren sowie kritisch zu diskutieren.</li> <li>- Forschungsergebnisse in einem Ergebnisbericht darzulegen.</li> <li>- Sozialkompetenzen die z.B. zur Lösung gruppeninterner Konflikte und zum Aufbau von Teamfähigkeiten notwendig sind.</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Einführung zu experimenteller Forschung im Bereich Marketing/ Konsumentenverhalten.</li> <li>- Erlernen der Software Sawtooth Lighthouse Studio, mit deren Hilfe computergestützte Online- und Offlinebefragungen umgesetzt werden können.</li> <li>- Planung, Organisation und Durchführung eines eigenen Experiments.</li> <li>- Statistische Verfahren, die zur Auswertung des eigenen Forschungsvorhabens notwendig sind.</li> <li>- Persönliche Präsentation des Forschungsprojektes sowie die Erstellung eines Ergebnisberichts.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- Bortz, J., &amp; Schuster, C. (2010). <i>Statistik für Human- und Sozialwissenschaftler</i> (7th ed.). Springer-Lehrbuch. Berlin, Heidelberg: Springer-Verlag Berlin Heidelberg.</li> <li>- Döring, N., &amp; Bortz, J. (2016). <i>Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften</i> (5th ed.). Springer-Lehrbuch. Berlin, Heidelberg: Springer. Retrieved from <a href="http://dx.doi.org/10.1007/978-3-642-41089-5">http://dx.doi.org/10.1007/978-3-642-41089-5</a></li> <li>- Felser, G. (2015). <i>Werbe- und Konsumentenpsychologie</i> (4th ed.). Berlin Heidelberg: Springer Berlin Heidelberg.</li> <li>- Field, A., &amp; Hole, G. J. (2005). <i>How to Design and Report Experiments</i>. London: SAGE Publications (Original work published 2003).</li> <li>- Field, A. P., Miles, J., &amp; Field, Z. (2012). <i>Discovering statistics using R</i>. London, Thousand Oaks, Calif: Sage.</li> <li>- Lichters, M., Sarstedt, M., &amp; Vogt, B. (2015). On the practical Relevance of the Attraction Effect: A cautionary Note and Guidelines for Context Effect Experiments. <i>AMS Review</i>, 5(1-2), 1-19. <a href="https://doi.org/10.1007/s13162-015-0066-8">https://doi.org/10.1007/s13162-015-0066-8</a></li> <li>- Sarstedt, M., &amp; Mooi, E. (2019). <i>A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics</i> (3.th ed.). Berlin - Heidelberg: Springer</li> </ul> |



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| Weitere Literatur wird themenspezifisch im Semester bekannt gegeben.                                                                                                                                                              |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                        |
| 4 SWS Seminar                                                                                                                                                                                                                     |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                        |
| Deutsch                                                                                                                                                                                                                           |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                  |
| - keine                                                                                                                                                                                                                           |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                            |
| Empfohlen werden die Inhalte der Module <ul style="list-style-type: none"> <li>- Consumer Behavior</li> <li>- Marketing Methods and Analysis</li> <li>- Marketing sowie</li> </ul> Kenntnisse Multivariater Auswertungsverfahren. |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                          |
| 56 Präsenzstunden und 394 Stunden Zeit für Selbststudium inkl. Experimentaldurchführung/-Auswertung / 15 CP                                                                                                                       |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                               |
| Wintersemester 2020/2021                                                                                                                                                                                                          |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                |
| Seminararbeit <u>und</u> Präsentation                                                                                                                                                                                             |
| <b>Anmerkung:</b>                                                                                                                                                                                                                 |
| Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.                                                                                                                       |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                   |
| Professur für Consumer Behavior                                                                                                                                                                                                   |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Proseminar: Verhaltensökonomische und ethische Aspekte im Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- BWL-Vert: Accounting&amp; Taxation (WPF)</li> <li>- BWL-Vert: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert: Entrepreneurship (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- BWL: 3. Fachsemester</li> <li>- IMME: 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erwerben Kenntnisse im Bereich der Forschung des Behavioral Accounting und Accounting Ethics,</li> <li>- wenden die im Studium erlernten Analyse-und Forschungsmethoden an und vertiefen diese in einem eigenverantwortlich durchgeführten Projekt unter Betreuung,</li> <li>- erlernen eigenständiges, themenbezogenes wissenschaftliches Arbeiten,</li> <li>- entwickeln die Fähigkeit Fragestellungen in eigenverantwortlicher und selbständiger Arbeit problem- und zielorientiert zu betrachten,</li> <li>- erweitern ihre Fähigkeit zur Teamfähigkeit und Lösung gruppeninterner Konflikte durch arbeitsteilige Vorgehensweisen</li> </ul>                                                    |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Organisation eines Forschungsprojekts unter Verwendung quantitativer oder verbal/formal analytischer Methoden</li> <li>- Bezug zur Praxis durch Praktiker*innen-Workshops und -Vorträge</li> <li>- Diskussion aktueller Fragestellungen im Bereich Behavioral Accounting und Accounting Ethics</li> <li>- Einführung Behavioral Accounting und Accounting Ethics Theorien</li> <li>- Anwendung wissenschaftlicher Forschungsmethoden, insb. Datenerhebung/-sammlung und -auswertung</li> <li>- Diskussion und Analyse relevanter wissenschaftlicher Literatur</li> <li>- Präsentation projektbezogener Themen und eigener Arbeitsergebnisse</li> <li>- Schreiben und Verteidigen einer wissenschaftlichen Arbeit</li> </ul> |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Themenabhängige Literatur, wissenschaftliche Grundlagenliteratur                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 4 SWS Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Empfohlen werden die Inhalte des Moduls</p> <ul style="list-style-type: none"> <li>- Academic Skills</li> <li>- Veranstaltungen im Bereich Accounting</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Bis zu 56 Präsenzstunden und 394 Stunden Zeit für Selbststudium inkl. Prüfungsleistung(en)/ 15 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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| Wintersemester 2020/2021                                                                                                                            |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                  |
| Datenerhebung/-sammlung und -auswertung, Seminararbeit (ggf. in Gruppenarbeit), Präsentation(en), Diskussionen, aktive Teilnahme an Seminarterminen |
| <b>Anmerkung:</b>                                                                                                                                   |
| Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich.                                         |
| <b>Modulverantwortliche(r):</b>                                                                                                                     |
| Prof. Dr. Anne Chwolka, Professur für Betriebswirtschaftslehre, insb. Unternehmensrechnung/Accounting                                               |

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| <b>Modulebezeichnung:</b>                                                                                                                       |
| Schadenversicherungsmathematik                                                                                                                  |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                               |
| - BWL-Vert.: Finance (WPF)                                                                                                                      |
| <b>Semester:</b>                                                                                                                                |
| - BWL: 1.- 3. Fachsemester                                                                                                                      |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                        |
| 28 Präsenzstunden und 62 Selbststudium inkl. Prüfungsleistung(en)/ 3 CP                                                                         |
| <b>Modulverantwortlicher:</b>                                                                                                                   |
| Fakultät für Mathematik                                                                                                                         |
| Modulbeschreibung:<br><a href="https://www.math.ovgu.de/Fakult%C3%A4t/Ordnungen.html">https://www.math.ovgu.de/Fakult%C3%A4t/Ordnungen.html</a> |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                     |
| Scientific Project: Expected option returns                                                                                                                                                                                                                                                                                                                                        |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> </ul>                                                                                                                                                                                                                                                             |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL: 3<sup>rd</sup> semester</li> <li>- FINEC: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                         |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                               |
| <p>The students</p> <ul style="list-style-type: none"> <li>- gain knowledge of the state-of-the-art research on the computation of expected option returns,</li> <li>- develop competences to prepare, comprehend and discuss relevant literature,</li> <li>- are capable to prepare and analyse data,</li> <li>- learn to efficiently present their empirical results.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Option pricing theory</li> <li>- Empirical analysis</li> </ul>                                                                                                                                                                                                                                                                            |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- Jones, C. S. (2006): A nonlinear factor analysis of S&amp;P 500 index option returns. <i>Journal of Finance</i> 61(5), 2325-2363.</li> <li>- Goyal, A., Saretto, A. (2009): Cross-section of option returns and volatility. <i>Journal of Financial Economics</i> 94(2), 310-326.</li> </ul>                                              |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                      |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                             |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                    |
| English                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                |
| -                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                         |
| <p>The content of the following modules are recommended:</p> <ul style="list-style-type: none"> <li>- Financial Engineering</li> <li>- Econometrics</li> </ul>                                                                                                                                                                                                                     |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                      |
| 56 hours attendance time and 394 learning hours incl. exam(s) / 15 CP                                                                                                                                                                                                                                                                                                              |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                   |
| Winter semester                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                          |
| Empirical data analysis; presentation slides <u>and</u> oral presentations in electronic form                                                                                                                                                                                                                                                                                      |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                       |
| A withdrawal of the exam registration is not possible for this module                                                                                                                                                                                                                                                                                                              |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                 |
| Professorship of Banking and Finance                                                                                                                                                                                                                                                                                                                                               |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Scientific Project in E-Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- IMME: 3<sup>rd</sup> semester</li> <li>- BWL: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>The students</p> <ul style="list-style-type: none"> <li>- gain proficiency in designing, conducting, and evaluating research.</li> <li>- acquire knowledge on research methods and topical issues in research.</li> <li>- obtain skills in modelling and analysing economic issues.</li> <li>- learn to work productively in groups and coordinate with peers.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Mooi, Erik, Sarstedt, Marko, and Mooi-Reci, Irma (2018): Market research: the process, data, and methods using Stata. Springer Textbooks.</li> <li>- Daniel Friedman and Shayam Sunder (2010): Experimental Methods: A Primer for Economists. Cambridge University Press.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- None</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Microeconomics</li> <li>- Basics in game theory</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 56 hours attendance time and 394 learning hours incl. exam(s) / 15 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Winter semester 2020/21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Seminar paper <u>and</u> oral presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| A withdrawal of the exam registration is not possible for this module.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Professorship of E-Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Scientific Project in FinTech and Blockchain Innovations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- ORBA- Vert.: Financial Engineering/ Financial Management</li> <li>- FINEC- Vertiefungsbereich (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- BWL: 3<sup>rd</sup> semester</li> <li>- ORBA: 3<sup>rd</sup> semester</li> <li>- FINEC: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>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:</p> <ul style="list-style-type: none"> <li>- get knowledge how to build financial models,</li> <li>- experience how to implement the models in programming languages e.g. Python, Matlab,</li> <li>- learn how to practically apply financial modeling tools to a concrete real world problem,</li> <li>- acquire knowledge how to create virtual and/or physical prototypes to test and visualize their ideas,</li> <li>- gain insights in the young and innovative field of FinTech and Blockchain.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| The project seminar is oriented towards current developments in the fields of FinTech and Blockchain innovations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Huu Tue Huynh, Van Son Lai and Issouf Soumaré (2012): Stochastic Simulation and Applications in Finance with MATLAB® Programs. Wiley</li> <li>- Melanie Swan (2015): Blockchain Blueprint for a New Economy. O'Reilly</li> <li>- Ernest P. Chan (2017): Machine Trading: Deploying Computer Algorithms to Conquer the Markets. Wiley</li> <li>- Yves Hilpisch (2014): Python for Finance. O'Reilly</li> </ul>                                                                                                                                                                                                                                                                                                                                                               |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 4 credit hours scientific project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| English and German                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Financial Engineering</li> <li>- Engineering Economics</li> <li>- Seminar: Computational Finance &amp; Financial Management</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 56 hours attendance time and 394 learning hours / 15 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Each Winter Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Scientific Project Report, Presentation, Prototype (virtual and/or physical)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Scientific Project: Innovation, Internationalization and Cross-Cultural Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| - IMME-Vert.: International Management (WPF)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| - IMME: 3 <sup>rd</sup> semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| The students <ul style="list-style-type: none"> <li>- gain insights into transformational leadership &amp; creativity in the organizational context as a driver of business success,</li> <li>- acquire knowledge about scientific writing,</li> <li>- develop the ability to conduct scientific surveys and analyse data,</li> <li>- learn to critically reflect on each other's work,</li> <li>- enhance their presentation skills by presenting their results in a professional manner written and oral.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| - Students develop an overall understanding of transformational leadership and creativity in the organizational 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 scientific blog article about the outcome of their research, and reflect on the analysis of fellow participants.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Eisenbeiß, S.A., Boerner, S. (2013): A Double-edged Sword: Transformational Leadership and Individual Creativity, <i>British Journal of Management</i>, 24, pp: 54-68</li> <li>- Goncalo, J. A., Flynn, F.J., Kim, S. H. (2010): Are Two Narcissists Better Than One? The Link Between Narcissism, Perceived Creativity, and Creative Performance, <i>Personality and Social Psychology Bulletin</i>, 36 (11), pp: 1484-1495</li> <li>- Hu, H., Gu, Q., Chen, J. (2012): How and when does transformational leadership affect organizational creativity and innovation? Critical review and future directions, <i>Nankai Business Review</i>, 4 (2), pp. 147-166</li> <li>- Murphy, S. E., Ensher, E. A. (2008): A qualitative analysis of charismatic leadership in creative teams: The case of television directors, <i>The Leadership Quarterly</i>, 19, pp: 335-352</li> <li>- Shin, S. J., Kim, T. -Y., Lee, J.-Y., Bian, L. (2012): Cognitive team diversity and individual team member creativity: A cross-level interaction, <i>Academy of Management Journal</i>, 55 (1), pp: 197-212.</li> <li>- Further readings will be announced in class.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| International Corporate Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| The contents of the following module are recommended: <ul style="list-style-type: none"> <li>- International Corporate Strategy</li> <li>- Marketing Methods and Analysis</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 56 hours attendance time, 394 learning hours incl. exam(s) / 15 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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|-------------------------------------------------------------------------------------------------------------|
| <b>Frequency</b>                                                                                            |
| winter semester 2020/21                                                                                     |
| <b>Assessments/Exams:</b>                                                                                   |
| Seminar paper <u>and</u> oral presentation (online) <u>and</u> assignments, participation in class (online) |
| <b>Note:</b>                                                                                                |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.      |
| <b>Responsible for the Module:</b>                                                                          |
| Professorship of International Management                                                                   |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Scientific Project: Management Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- ORBA-Vertiefung: Supply Chain Management (WPF)</li> <li>- BWL-Vertiefung: Logistics &amp; Operations Management (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- ORBA: 3<sup>rd</sup> semester</li> <li>- BWL: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>The students</p> <ul style="list-style-type: none"> <li>- are able to analyse a complex business decision making process with quantitative methods,</li> <li>- extend their knowledge on modelling, development and implementation of analytical solution techniques for theoretical and/or practical problems,</li> <li>- have the ability to select and apply solution techniques and corresponding software tools from the area of business analytics and operations research,</li> <li>- learn to plan and manage complex research and development projects alone or in heterogeneous project teams,</li> <li>- develop skills to analyse their analytical approach and results critically from different perspectives (research/practice),</li> <li>- enhance their ability to work in heterogeneous teams.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Depend on the individual project, which can be related to ongoing research of the chair and/or problems from industry</li> <li>- State-of-the-art methods of business analytics and operations research, e.g. <ul style="list-style-type: none"> <li>o Mathematical modelling, exact optimization, heuristics</li> <li>o Intelligent data analysis, data mining, simulation</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Depend on the individual project.</li> <li>- Literature review is part of the project.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>A seminar in Management Science or Operations Management is expected. Depending on the particular topic, the contents of the following modules are recommended</p> <ul style="list-style-type: none"> <li>- Computational Transportation</li> <li>- Advanced Business Analytics</li> <li>- Further classes from Management Science or Operations Management</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 56 hours attendance time and 394 learning hours, 15CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Winter Semester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Project exposé (5%), mid-term presentation (10%), research poster (10%), final presentation (25%), written project report (50%). For successful completion of the module, all required assessments must be passed, individually.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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

**Responsible for the Module:**

Professorship of Management Science

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                              |
| Scientific Project: Total beta                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                      |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- BWL: 33<sup>rd</sup> semester</li> <li>- FINEC: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                 |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                        |
| <p>The students</p> <ul style="list-style-type: none"> <li>- gain knowledge of the state-of-the-art research on total beta in company valuation,</li> <li>- develop the competence to prepare, comprehend and discuss relevant literature,</li> <li>- are capable to prepare and analyse data,</li> <li>- learn to efficiently present their empirical results.</li> </ul>                                                  |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Classical capital market theory</li> <li>- Empirical analysis</li> </ul>                                                                                                                                                                                                                                                                                                           |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Canefield, D., Kruschwitz, L., Löffler, A. (2014): Why total beta produces arbitrary valuations: A violation of the “no-arbitrage” principle. <i>Business Valuation Review</i> 33(4), 131-135.</li> <li>- Rojo-Ramírez, A. A. (2014): Privately held company valuation and cost of capital. <i>Journal of Business Valuation and Economic Loss Analysis</i> 9(1), 1-21.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                               |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                             |
| English                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                         |
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| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>The content of the following modules are recommended:</p> <ul style="list-style-type: none"> <li>- Company valuation</li> <li>- Econometrics</li> </ul>                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                               |
| 56 hours attendance time and 394 learning hours incl. exam(s) / 15 CP                                                                                                                                                                                                                                                                                                                                                       |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| Winter semester                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                   |
| Empirical data analysis; presentation slides <u>and</u> oral presentations in electronic form                                                                                                                                                                                                                                                                                                                               |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                |
| A withdrawal of the exam registration is not possible for this module                                                                                                                                                                                                                                                                                                                                                       |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                          |
| Professorship of Banking and Finance                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Seminar: Advanced Business Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- VWPA-Ergänzungsbereich (WPF)</li> <li>- EPA-Ergänzungsbereich</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> </ul>                                                                                       |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- VWPA: 2<sup>nd</sup> or 3<sup>rd</sup> semester</li> <li>- EPA: 2<sup>nd</sup> or 3<sup>rd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> <li>- FINEC: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p>The students</p> <ul style="list-style-type: none"> <li>- know academic research methods and sources of information</li> <li>- are able to identify and describe problems and challenges for the management of multinational firms and international transactions</li> <li>- illustrate such problems in their academic papers and presentations</li> <li>- compare different approaches to problems of international management by their participation in academic discussions</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- During the first session of the seminar, guidelines to academic paper writing will be introduced.</li> <li>- Supervised by a professor, the student will write a seminar paper on the economic analysis of business problems.</li> <li>- The paper has to be presented and discussed with the other students in the seminar.</li> </ul>                                                                                                              |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Course-dependent</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Successful completion of courses in Microeconomics.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 28 hours attendance time and 272 learning hours incl. exam(s) / 10CP                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Frequency:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Seminar paper and presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |





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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Seminar: Agency-Probleme in der Wirtschaftsprüfung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| - BWL-Vert.: Accounting & Taxation (WPF)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Studiensemester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| - BWL: 2. Fachsemester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Die Studierenden <ul style="list-style-type: none"> <li>- erwerben Kenntnisse über die Ursachen von Anreizproblemen vor dem Hintergrund von Interessenkonflikten und asymmetrischer Information im Kontext von Manager-Eigner-Wirtschaftsprüfer Konflikten.</li> <li>- lernen wie diese Anreizprobleme analysiert und modelliert werden.</li> <li>- sind in der Lage, eine Fragestellung eigenständig aufzuarbeiten, Ergebnisse in einer (digitalen) Präsentation zu veranschaulichen und frei vor einem Publikum vorzutragen.</li> <li>- werden befähigt eine Literaturrecherche durchzuführen und sich im Selbststudium eigenständig neues Wissen anzueignen.</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Spieltheoretische Grundlagen, Agency-Probleme</li> <li>- Asymmetrische Information, Interessenkonflikte und Trade-Offs</li> <li>- Corporate Governance</li> <li>- Optimale Verträge, Moral Hazard und Prüfung</li> <li>- Haftung und Unabhängigkeit des Prüfers</li> </ul>                                                                                                                                                                                                                                                                                                                                                        |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- Wagenhofer, A.; Ewert, R. (2015). Externe Unternehmensrechnung. Springer Verlag, Berlin/Heidelberg.</li> <li>- Theisen, M.R. (2013). Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit. Vahlen, München.</li> <li>- Die konkrete Literatur (Artikel aus Fachzeitschriften) wird im Seminar bekanntgegeben.</li> </ul>                                                                                                                                                                                                                                                                                       |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Seminar (in Blöcken), 4 SWS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| - keine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Empfohlen werden die Inhalte der Module <ul style="list-style-type: none"> <li>- Interne Unternehmensrechnung</li> <li>- Spieltheorie</li> </ul> aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 56 Präsenzstunden (in Blöcken) und 244 Stunden Selbststudium (inkl. Prüfungsleistungen) / 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Wintersemester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Abgabe und Präsentation einer Seminararbeit sowie Beteiligung an Diskussionen in den Blockveranstaltungen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Anmerkung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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

**Modulverantwortliche(r):**

Professur für Betriebswirtschaftslehre, insb. Unternehmensrechnung und Controlling,  
Juniorprofessur für Behavioral Accounting

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Seminar: Economic Crises: Consequences of Firm Closure and Worker Displacement                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Vertiefungsbereich (WPF)</li> <li>- EPA-Ergänzungsbereich</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> </ul>                                                                                                                             |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- VWPA: 2<sup>nd</sup>- 3<sup>rd</sup> semester</li> <li>- EPA: 2<sup>nd</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                              |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire knowledge of advanced problems of empirical labour economics and related fields independently.</li> <li>- learn techniques to derive causal statements from observational data.</li> <li>- develop the ability to critically discuss scientific papers.</li> <li>- acquire presentation skills.</li> <li>- develop the ability to independently write a seminar paper.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- costs of job loss and firm closure due to economic crisis.</li> <li>- determinants of wage losses after job displacement.</li> <li>- effects of job displacement on health, life satisfaction, and mortality.</li> <li>- intergenerational and gender equity effects of worker displacement.</li> <li>- econometric methods.</li> </ul>                                                                       |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- Angrist and Pischke, 2008, Mostly Harmless Econometrics, Princeton University Press</li> <li>- Cameron and Trivedi, 2005, Microeconometrics, Cambridge University Press</li> </ul>                                                                                                                                                                                                                            |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                          |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                        |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> <li>- Advanced Labor Economics</li> <li>- Econometrics</li> </ul>                                                                                                                                                                                                                                                                                      |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 28 hours attendance time and 272 learning hours, 10 CP                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Winter semester 2020/21                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Seminar paper <u>and</u> oral presentation, short discussion of another seminar paper.                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Seminar: Economics of Incentives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- FINEC- Vertiefungsbereich</li> </ul>                                                                                                                                                                                                                                                                                                                                                |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> <li>- FINEC: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>The students</p> <ul style="list-style-type: none"> <li>- learn how to identify and describe problems and challenges for theoretical reasoning,</li> <li>- get to know academic research methods and sources of information,</li> <li>- acquire the ability to write academic papers and to present their results,</li> <li>- develop an ability to participate in academic discussions,</li> <li>- apply economic models to analyse and compare incentive setting in multinational firms,</li> <li>- explain strategic management behaviour in (international) firms.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- During the first seminar session, guidelines to academic paper writing will be introduced.</li> <li>- Supervised by a professor, the student will write a seminar paper on the economic analysis of business problems.</li> <li>- The paper has to be presented and discussed with the other students in the seminar.</li> </ul>                                                                                                                                                                                                            |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- Course-dependent</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Forms of Instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Previous Knowledge:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Successful completion of courses in Microeconomics.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Work Load and Credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 28 hours attendance time and 272 learning hours incl. exam(s) / 10CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Frequency:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Seminar paper, discussion and presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| A withdrawal from the exam registration is not possible for this module.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Senior Lectureship Business Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Seminar: Exponential Innovation Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| - IMME: 2 <sup>nd</sup> semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 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. |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 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.                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Reimagining Innovation by Aaron D. Bare and N. Forbes Shannon (2020)</li> <li>- Scaling Lean; Mastering the Key Metrics for Startup growth, by Ash Maurya (2016)</li> <li>- Case Studies: as specified.</li> </ul>                                                                                                                                                                                                                                                                                                                                                           |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 28 hours attendance time and 272 learning hours incl. exam(s) / 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Winter semester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| oral presentation (online) <u>and</u> participation in class (online)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Professorship of International Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Seminar: Frontiers in the Economic Analysis of Family Policy                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Economics (WPF)</li> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                              |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- VWPA: 2<sup>nd</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> <li>- FINEC: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                             |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>The students</p> <ul style="list-style-type: none"> <li>- develop an understanding for economic research and its application,</li> <li>- enhance their existing knowledge by considering primary literature in the field,</li> <li>- develop the ability to acquire new understanding and skills necessary for economic research independently,</li> <li>- are able to write and present an academic paper,</li> <li>- expand their ability to critically analyse and discuss the findings of their peers.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- This seminar focusses on recent papers in the field of family policy published in the top economic journals.</li> <li>- Each student will be assigned one paper, which he/she should read, summarize and analyse critically.</li> </ul>                                                                                                                                                                                                                                         |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- The specific papers will be assigned at the start of the seminar. A list of papers will be sent out prior to registration.</li> <li>- In addition students are expected to conduct independent literature research.</li> </ul>                                                                                                                                                                                                                                                  |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| English; Seminararbeit kann in deutscher Sprache verfasst werden                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Participants should have foundational knowledge in Microeconomics and Econometrics.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 28 hours attendance time and 272 hours of independent study including examinations/ 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Winter semester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Seminar paper, presentations and active participation during the seminar discussion                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Professorship of Public Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Seminar: Online Consumer Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- BWL- Vert.: Marketing &amp; E-Business (WPF)</li> <li>- IMME- Vert.: Entrepreneurship (WPF)</li> <li>- IMME- Vert.: Marketing (WPF)</li> <li>- IMME: Wahlmodul (WPF)</li> <li>- ORBA: Wahlmodul (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> <li>- ORBA: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>The students</p> <ul style="list-style-type: none"> <li>- Learn how to conduct a full online Consumer Research Study with the world's leading software solutions</li> <li>- Getting started with conjoint analysis, one of the most widely applied marketing research tools in industry</li> <li>- Acquire the skills to cope with new research questions in a commercial Consumer Research framework</li> <li>- Learn how to analyse and report results obtained in a conjoint analysis context</li> <li>- Learn how to conduct basic market simulations</li> <li>- Intensify their professional presentation skills</li> <li>- Intensify their project management skills as well as their social skills (e.g., team cohesion)</li> </ul>                                                                                                                                                                                                                                                                                                     |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- Introduction into online surveying of consumers</li> <li>- Introduction into the basic concept and toolbox of conjoint analysis</li> <li>- Choice Designs and Hold-out validation procedures</li> <li>- Introduction into one specific software solution for coping with online conjoint analysis (e.g., Sawtooth Software Lighthouse Studio)</li> <li>- Implementation of an online research including an (adaptive-)choice-based conjoint study (including programming and hosting)</li> <li>- Project teams that work on predefined business cases (role play simulation of a real business case inclusive customer and presentation of results)</li> <li>- Multivariate data analysis of results obtained in conjoint analysis, including methods such as cluster analysis, ANOVA, regression etc.</li> <li>- Independent development of user knowledge in software for statistical analyses (e.g., IBM SPSS, R, Sawtooth Lighthouse).</li> <li>- Permanent counselling by the instructor</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Books</b></p> <ul style="list-style-type: none"> <li>- Orme, B. K. (2014). <i>Getting started with conjoint analysis: Strategies for product design and pricing research (3<sup>rd</sup> ed.)</i>. Sequim, WA: Research Publishers, LLC.</li> <li>- Orme, B. K., &amp; Chrzan, K. (2017). <i>Becoming an expert in conjoint analysis: Choice modeling for pros</i>. Orem, UT: Sawtooth Software.</li> <li>- Rao, V. R. (2014). <i>Applied conjoint analysis</i>. Berlin - Heidelberg: Springer.</li> </ul> <p>Articles</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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| <ul style="list-style-type: none"> <li>- Johnson, R. M. &amp; Orme, B. K. (2007). A new approach to adaptive CBC. Retrieved from <a href="http://www.sawtoothsoftware.com/support/technical-papers/adaptive-cbc-papers/a-new-approach-to-adaptive-cbc-2007">http://www.sawtoothsoftware.com/support/technical-papers/adaptive-cbc-papers/a-new-approach-to-adaptive-cbc-2007</a></li> <li>- Bauer, R., Menrad, K., &amp; Decker, T. (2015). Adaptive Hybrid Methods for Choice-Based Conjoint Analysis: A Comparative Study. <i>International Journal of Marketing Studies</i>, 7(1), 1-14. doi:10.5539/ijms.v7n1p1</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Business Statistics</li> <li>- Marketing Methods and Analysis</li> <li>- Consumer Behavior</li> <li>- Marketing Performance Management</li> </ul> <p>Participants should have an understanding of market research principles<br/> Participants should have basic skills in IBM SPSS, MS Excel, MS Word, and MS PowerPoint</p>                                                                                                                                                                                             |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 56 hours attendance time and 244 learning hours /10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Seminar paper <u>and</u> oral presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Professorship of Consumer Behavior                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Seminar: "Personalführung – Aktuelle Erkenntnisse aus Theorie und Empirie"                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- BWL: 2. Fachsemester</li> <li>- IMME: 2. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- vertiefen erworbene Kenntnisse auf dem Gebiet der Personalführung, mit Rückgriff auf wissenschaftliche Primärliteratur in deutscher und englischer Sprache bzw. einschlägige Datenquellen,</li> <li>- festigen erlernte und erwerben ggf. weitere Techniken des wissenschaftlichen Arbeitens,</li> <li>- sind in der Lage, eine wissenschaftliche Arbeit zu erstellen und zu präsentieren, erwerben die Fähigkeit, sich wissenschaftlich mit den Arbeitsergebnissen anderer Seminarteilnehmenden auseinanderzusetzen.</li> </ul>                                                                                                                                                 |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Die Betriebswirtschaftslehre als entscheidungsorientierte Realwissenschaft beschäftigt sich in all ihren Facetten mit dem Treffen von ökonomisch „guten“ Entscheidungen.</li> <li>- Den Teilnehmer*innen des Seminars werden hier verschiedene Methoden zur Entscheidungsfindung vorgestellt und kritisch diskutiert.</li> <li>- Besondere Aufmerksamkeit gilt dabei Methoden und Ansätzen der Personalführung. Hierzu sollen im Rahmen des Seminars aktuelle Erkenntnisse aus Theorie und Empirie sowie deren betriebswirtschaftliche Bedeutung herausgearbeitet, analysiert und kritisch beleuchtet werden.</li> </ul>                                                                                 |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- Bänsch, A. / Alewell, D. (2013): Wissenschaftliches Arbeiten, 11. Auflage, Oldenbourg Verlag: München.</li> <li>- Theisen, M. R. (2013): Wissenschaftliches Arbeiten: Technik – Methodik – Form. 16. Auflage, Vahlen Verlag: München.</li> <li>- entscheidungstheoretische Grundlagenliteratur: <ul style="list-style-type: none"> <li>o Eisenführ, F. / Weber, M. / Langer, T. (2010): Rationales Entscheiden, 5. Auflage, Springer Verlag: Berlin [u.a.]</li> <li>o Laux, H. / Gillenkirch, R. / Schenk-Mathes, H.: (2014): Entscheidungstheorie, 9. Auflage, Springer Verlag: Berlin [u.a.]</li> </ul> </li> <li>- durch den Lehrstuhl zur Verfügung gestellte themenspezifische Literatur</li> </ul> |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 2 SWS Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Empfohlen werden die Inhalte der Module „Personalführung“, und „Organisationsgestaltung“.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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| 28 Präsenzstunden und 272 Stunden Zeit für Selbststudium inkl. Prüfungsleistung(en)/<br>10CP                                                                                                                                                                                |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                         |
| Wintersemester 2020/2021                                                                                                                                                                                                                                                    |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                          |
| Seminararbeit, Ergebnispräsentation und bewertete Diskussionsbeiträge. Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet die/der Modulverantwortliche, ob Ergebnispräsentation und bewertete Diskussionsbeiträge online oder offline zu erbringen sind. |
| <b>Anmerkung:</b>                                                                                                                                                                                                                                                           |
| Das Seminar ist nur dann bestanden, wenn alle erforderlichen Prüfungsleistungen mindestens mit „ausreichend“ bewertet worden sind.<br>Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich.                                                                |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                             |
| Professur für Unternehmensführung und Organisation; Dr. Olga Metzger                                                                                                                                                                                                        |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Seminar: Personnel Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> </ul>                                                                                                                                                                                                            |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                             |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>The students</p> <ul style="list-style-type: none"> <li>- acquire a theory-driven understanding of different personnel marketing topics,</li> <li>- derive and apply implications from these concepts to a case study,</li> <li>- advance their skills in academic writing, literature research, critical reasoning, communication, and presenting in front of an audience,</li> <li>- learn to productively work in a group and coordinate with peers.</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Marketing measures directed towards (potential) candidates</li> <li>- Marketing measures directed towards current employees</li> </ul>                                                                                                                                                                                                                                                                                       |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Lazear, E., Gibbs, M. (2015). Personnel Economics in Practice. 3<sup>rd</sup> edition, Hoboken, N.J., Wiley.</li> </ul>                                                                                                                                                                                                                                                                                                      |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Basics in marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 28 hours attendance time and 272 learning hours incl. exam(s) / 10 CP                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Winter semester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Oral presentation, participation in class, literature paper <u>and</u> case study paper                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.                                                                                                                                                                                                                                                                                                                                                                |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Juniorprofessorship for Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Seminar: Recent Issues in Marketing Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> <li>- IMME-Vert.: Marketing (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>Students</p> <ul style="list-style-type: none"> <li>- deepen their knowledge in recent research issues in marketing,</li> <li>- acquire insights in marketing experiments,</li> <li>- gain competences to develop and present an academic research adequately developed through a team work, and</li> <li>- develop skills to participate in an academic discussion about their findings.</li> </ul>                                                                                                                                                                                                                                                                         |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- Consumer behavior</li> <li>- Branding strategies</li> <li>- Marketing research methods</li> <li>- Conducting marketing experiments</li> <li>- Experiments in marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- Cargill, M. and P. O'Connor (2013): <i>Writing Scientific Research Articles: Strategy and steps</i>. 2<sup>nd</sup> edition, Wiley Blackwell: New Jersey.</li> <li>- Karmasin, M. und R. Ribing (2017): <i>Die Gestaltung wissenschaftlicher Arbeiten: Ein Leitfaden für Seminararbeiten, Bachelor-, Master- und Magisterarbeiten, Diplomarbeiten und Dissertationen</i>. 9. überarb. u. aktual. Aufl., UTB: Stuttgart.</li> <li>- Sarstedt, M. and E. A. Mooi (2019). <i>A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics</i>. 3<sup>rd</sup> edition, Springer: Berlin et al.</li> </ul> |
| <b>Forms of Instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Knowledge in basic statistics and marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Work Load and Credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 56 hours attendance time and 244 learning hours incl. exam(s) / 10CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Frequency:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Writing and presenting a seminar paper, partly supporting experiment conductance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Professorship of Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                         |
| Seminar: Revenue and Assortment Optimization                                                                                                                                                                                                                                                                                                                           |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> <li>- ORBA-Vert.: Supply Chain Management (WPF)</li> </ul>                                                                                                                                                                                                        |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- BWL: 2. Fachsemester</li> <li>- ORBA: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                      |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                   |
| The students will develop an in-depth understanding of contemporary Revenue Management and Assortment Optimization                                                                                                                                                                                                                                                     |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Literature overview</li> <li>- Model development</li> <li>- Implementation in modelling system GAMS</li> <li>- Write a scientific paper and give a presentation</li> </ul>                                                                                                                                                    |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- <a href="https://pubsonline.informs.org/doi/abs/10.1287/mnsc.1030.0147">https://pubsonline.informs.org/doi/abs/10.1287/mnsc.1030.0147</a></li> <li>- <a href="https://www.sciencedirect.com/science/article/abs/pii/S0377221719305272">https://www.sciencedirect.com/science/article/abs/pii/S0377221719305272</a></li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                          |
| 4 credit hours seminar                                                                                                                                                                                                                                                                                                                                                 |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                        |
| English                                                                                                                                                                                                                                                                                                                                                                |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                    |
| – none                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Mathematical Programming / Combinatorial Optimization</li> <li>- Discrete Choice Modelling</li> </ul>                                                                                                                                                                                                                         |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                          |
| 56 hours attendance time and 394 learning hours incl. exam(s) / 10 CP                                                                                                                                                                                                                                                                                                  |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                       |
| Winter semester 2020/21                                                                                                                                                                                                                                                                                                                                                |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                              |
| Seminar paper <u>and</u> oral presentation                                                                                                                                                                                                                                                                                                                             |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                           |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.                                                                                                                                                                                                                                                                 |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                     |
| Professorship of Operations Management                                                                                                                                                                                                                                                                                                                                 |



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Seminar: Secrets of Innovation in Multinational Companies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL: 2<sup>nd</sup> semester</li> <li>- IMME: 2<sup>nd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p>The students</p> <ul style="list-style-type: none"> <li>- are able to execute the main steps in evaluating the value and marketability of a new idea</li> <li>- are able to discuss innovative ideas with investors and other stakeholders (e.g., with regards to profitability, market size, full life cycle use case)</li> <li>- can create a pitch deck for a new ideas</li> </ul>                                                                                                                                                                                                        |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>The seminar is structured in 5 main parts:</p> <ul style="list-style-type: none"> <li>- Defining your market incl. definition of beachhead market and calculation of its size</li> <li>- Creating value for your customer incl. definition and quantification of value proposition</li> <li>- Acquiring customers incl. creation of full life cycle use case</li> <li>- Making money incl. calculation of lifetime value and cost of customer acquisition</li> <li>- Scaling the business incl. development of product plan</li> </ul>                                                       |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- Aulet, Bill (2013). Disciplined Entrepreneurship:24 Steps to a Successful Startup. New Jersey: John Wiley &amp; Sons, Inc.-Aulet,</li> <li>- Bill (2017). Disciplined Entrepreneurship Workbook. New Jersey: John Wiley &amp; Sons, Inc.</li> <li>- Ries, Eric (2017). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Publishing Group.</li> <li>- Thiel, Peter (2015). Zero to One: Notes on Start Ups, or How to Build the Future. Lonon: Vir-gin Books</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>- Medium knowledge level in marketing (e.g., calculation of conversion rates)</li> <li>- Basic knowledge level in strategy (e.g., SWOT analysis)</li> <li>- Basic knowledge level in finance (e.g., calculation of net present values)</li> </ul>                                                                                                                                                                                                                                                                                                        |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- International Corporate Strategy</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 28 hours attendance time and 272 learning hours incl. exam(s) / 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Winter Semester 2020/2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Seminar: Topics in Financial Intermediation and Stability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| - FINEC-Vertiefungsbereich (WPF)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| - FINEC: 2 <sup>nd</sup> semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| The students acquire the ability to: <ul style="list-style-type: none"> <li>- analyse scientific contributions concerning financial intermediation and stability</li> <li>- collect independently data to replicate empirical analyses</li> <li>- analyse and measure the risks of individual financial institutions and systems</li> <li>- critically reflect and comment on financial stability policy responses</li> <li>- summarize and present scientific evidence about financial policies and shocks</li> <li>- students are encouraged and empowered to work independently and self-reliantly</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- Definition of financial stability</li> <li>- Relevant policy making institutions in the Eurozone</li> <li>- Transmission channels of macroprudential and other policies</li> <li>- The nexus between politics, financial intermediaries, and policy making</li> </ul>                                                                                                                                                                                                                                                                                                   |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| - Mishkin, F. S. (2013): The Economics of Money, Banking, and Financial markets, 10 <sup>th</sup> edition, Pearson education: Harlow                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Forms of Instruction / Course Language:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Language of instructions:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Foundations of Finance, Econometrics, Financial Institutions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Previous Knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| FINEC electives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Work Load:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 28 hours attendance time and 272 learning hours incl. exam(s) / 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Presentation and/or essay                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Note:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| A withdrawal of the exam registration is not possible for this module.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Professorship of Financial Economics, Michael Koetter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Seminar: Unternehmensentwicklung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Marketing (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- BWL-Vert.: Marketing &amp; E-Business (WPF)</li> <li>- BWL-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Studiensemester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- BWL: 2. Fachsemester</li> <li>- IMME: 2. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erweitern ihre Kompetenzen in der interdisziplinären Teamarbeit</li> <li>- erhalten von Unternehmen eine real bestehende betriebswirtschaftliche Aufgabenstellung im Umfeld von Sicherungs- und Wachstumsoptionen (z.B. Exportanalyse).</li> <li>- 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.</li> <li>- Ziel ist es, verschiedenste Modelle und Methoden vertiefungsübergreifend in einen Zusammenhang zu stellen und anhand eines praktischen Beispiels anzuwenden.</li> <li>- 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.</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Marktanalyse mit den folgenden Schwerpunkten: Gelegenheits-, Kunden-, Wettbewerbs-, Umwelt- und Potenzialanalyse</li> <li>- Geschäftsmodellentwicklung</li> <li>- Marketingmix</li> <li>- Meilensteinplanung</li> <li>- Finanzplanung und Finanzierung</li> <li>- Argumentation und Präsentation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- werden in Anpassung an die jeweilige Themenstellung des Seminars bzw. des Projekts gegeben</li> <li>- je nach Themenstellung stellt die Literaturrecherche eine Teilleistung des Seminars bzw. des Projekts dar</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 4 SWS Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Empfehlung für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Arbeitsaufwand und Credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 56 Präsenzstunden und 244 Stunden Selbststudium inkl. Prüfungsleistung(en) / 10CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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| <b>Häufigkeit des Lehrangebots:</b>                                                                         |
| Jedes Sommer- und Wintersemester                                                                            |
| <b>Leistungsnachweise/Prüfung:</b>                                                                          |
| Hausarbeit und Präsentation                                                                                 |
| <b>Anmerkung:</b>                                                                                           |
| Für dieses Modul ist zwei Wochen nach erfolgter Anmeldung ein Widerruf der Prüfungsanmeldung nicht möglich. |
| <b>Modulverantwortliche(r):</b>                                                                             |
| Professur für Entrepreneurship                                                                              |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Seminar: User-Centered Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>- IMME-Vert.: International Management (WPF)</li> <li>- IMME-Vert.: Entrepreneurship (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL: 3<sup>rd</sup> semester</li> <li>- IMME: 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>The students</p> <ul style="list-style-type: none"> <li>- work on a specific case setting in the automobile sector and learn about the specific circumstances which shape the business practices of the organizations,</li> <li>- Learn innovation processes and techniques and apply those methods to develop an innovative solution themselves</li> <li>- learn to evaluate international market opportunities,</li> <li>- conduct a market analysis to determine the feasibility of the developed solution in a foreign market,</li> <li>- acquire experience in project management by working independently and self-reliant on their seminar topic,</li> <li>- practice their team-working skills while working in teams,</li> <li>- present their results and learn to critically reflect on each other's work</li> </ul>                                                                                                                                                                                 |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- The seminar includes cooperation with Louisiana State University, USA and focuses on innovations in the automobile sector</li> <li>- The seminar will provide students with methods for analysing international markets and their respective consumers and environments. Students will understand the global practices and the business development through new sustainability solutions of a multinational organization in the automobile sector. Students will be trained on innovation techniques and processes and use these methods to develop a sustainable, innovative solution themselves for the US automotive market. Students then prepare the market entry of their solution in a foreign market, and thereby apply strategic management tools, and cross-cultural management skills. Students analyse a foreign market and its local legal requirements to develop a market entry strategy.</li> </ul>                                                       |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- Micheli, P., Wilner, S. J., Bhatti, S. H., Mura, M., &amp; Beverland, M. B. (2019). Doing design thinking: Conceptual review, synthesis, and research agenda. <i>Journal of Product Innovation Management</i>, 36(2), 124-148.</li> <li>- Morschett, D., Schramm-Klein, H., Zentes, J. (2015): <i>Strategic international management</i>. 3rd edition, Springer Gabler: Wiesbaden</li> <li>- Peng, M. W. (2014): <i>Global Strategic Management</i>. 3rd edition, South Western: Cengage Learning.</li> <li>- Porter, M.E. 1996. What is strategy? <i>Harvard Business Review</i>, 61-78.</li> <li>- Rothaermel, F. T. (2015): <i>Strategic management – Concepts and Cases</i>. McGraw-Hill/Irwin: New York</li> <li>- Shapira, H., Ketchie, A., &amp; Nehe, M. (2017). The integration of design thinking and strategic sustainable development. <i>Journal of Cleaner Production</i>, 140, 277-287.</li> <li>- Further readings will be announced in class.</li> </ul> |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 3 credit hours seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| English                                                                                                    |
| <b>Prerequisites for attending:</b>                                                                        |
| None                                                                                                       |
| <b>Previous knowledge recommendations:</b>                                                                 |
| The contents of the following module are recommended<br>- International Corporate Strategy                 |
| <b>Work load and credits:</b>                                                                              |
| 42 hours attendance time and 258 learning hours incl. exam(s) / 10 CP                                      |
| <b>Frequency</b>                                                                                           |
| Winter Semester 2020/2021                                                                                  |
| <b>Assessments/Exams:</b>                                                                                  |
| Seminar paper <u>and</u> oral presentation(online) <u>and</u> assignments, participation in class (online) |
| <b>Note:</b>                                                                                               |
| A withdrawal of the exam registration is not possible for this module after two weeks of registration.     |
| <b>Responsible for the Module:</b>                                                                         |
| Professorship of International Management                                                                  |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerter Information                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- VWPA-Vertiefungsbereich (WPF)</li> <li>- EPA-Vertiefungsbereich (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- VWPA: 2.- 3. Fachsemester</li> <li>- EPA: 2.- 3. Fachsemester</li> <li>- BWL: 2. Fachsemester</li> <li>- IMME: 2. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erarbeiten selbständig Themen aus dem verhaltensökonomischen Bereich</li> <li>- wenden verhaltensökonomische Ansätze auf die aktuellen Themen (z.B. Fake News und Verschwörungstheorien) an.</li> <li>- analysieren wie Meinungen verzerrt aggregiert werden können und welche gesellschaftlichen und wirtschaftspolitischen Folgen das haben kann.</li> <li>- lernen wissenschaftliche Vorträge zu halten und sich an einer wissenschaftlichen Diskussion zu beteiligen</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>Das Seminar hat vier inhaltliche Schwerpunkte, zu denen die Studierenden Vorträge erarbeiten und diese wissenschaftlich vorstellen sowie diskutieren:</p> <ul style="list-style-type: none"> <li>- Soziale Medien (Filterblasen, Soziale Netzwerke)</li> <li>- Wissenschaftliche Mythen, Fake News, Verschwörungstheorien</li> <li>- Wirkungen von Umfragen und Nachrichten</li> <li>- Relevante Ansätze der Verhaltensökonomik</li> </ul>                                                                                                        |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Literaturhinweise werden in Anpassung an die jeweilige Themenstellung des Seminars bzw. Projekts gegeben.</li> <li>- Die Literaturrecherche stellt eine Teilleistung des Seminars bzw. Projekts dar.</li> </ul>                                                                                                                                                                                                                                                                                             |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 4 SWS Seminar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 56 Präsenzstunden und 244 Stunden Zeit für Selbststudium inkl. Prüfungsleistung(en)/ 10 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Wintersemester 2020/21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



Mündlicher Vortrag, schriftlich ausgearbeitete Präsentationsfolien als Seminararbeit, mündliche Leistung als Diskutant\*in 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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Steuerplanung, Rechtsform und Finanzierung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Accounting &amp; Taxation (WPF)</li> <li>- BWL-Vert.: Finance (WPF)</li> <li>- VWPA-Ergänzungsbereich</li> <li>- EPA-Ergänzungsbereich</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- VWPA: 1.- 3. Fachsemester</li> <li>- EPA: 1.- 3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- erwerben Kenntnisse über steuerrechtliche Grundlagen, die Messung von Steuerbelastungen und steuerliche Planungsstrategien sowie über den Einfluss der Besteuerung auf die Rechtsformwahl und die Finanzierung</li> <li>- sind in der Lage, Steuern in betrieblichen Entscheidungen zu berücksichtigen,</li> <li>- erfassen die Bedeutung und Vielseitigkeit der Einkünfteverlagerung als einer universellen Strategie der nationalen und internationalen Steuerplanung</li> <li>- verstehen grundlegende Zusammenhänge zwischen Besteuerung und Risiko</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Grundlagen der Besteuerung von Kapital- und Personengesellschaften</li> <li>- Messung von Steuerbelastungen</li> <li>- Verlagerung von Einkünften</li> <li>- Betriebsaufspaltung und weitere Rechtsformaspekte</li> <li>- Steuern und Finanzierung</li> <li>- Internationale Besteuerung</li> <li>- Versicherungsaspekte der Besteuerung</li> <li>- Steuerliche Verlustnutzung und Tax Risk Management</li> </ul>                                                                                                                                                                          |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>- Schreiber, U. (2017): Besteuerung der Unternehmen: Eine Einführung in Steuerrecht und Steuerwirkung, 4. Aufl., Springer Gabler: Wiesbaden.</li> <li>- Scheffler, W. (2013): Besteuerung von Unternehmen III: Steuerplanung, 2. Aufl., Müller Verlag: Hüthig Jehle Rehm.</li> </ul>                                                                                                                                                                                                                                                                                                         |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 1,5 SWS Vorlesung, 1,5 SWS Übung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>Empfohlen wird die Inhalte des folgenden Moduls aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW:</p> <ul style="list-style-type: none"> <li>- Steuerrecht und Steuerwirkung</li> </ul> <p>Hilfreich sind zudem Vorkenntnisse der Module</p> <ul style="list-style-type: none"> <li>- Steuerbilanz und Rechtsform,</li> <li>- International Tax Planning</li> <li>- aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW</li> </ul>                                                                                                                                                                            |

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| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                        |
| 42 Präsenzstunden und 108 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP                                                                                                                                                                                |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                             |
| Jedes Wintersemester                                                                                                                                                                                                                                            |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                              |
| 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. |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                 |
| Professur für Betriebswirtschaftliche Steuerlehre                                                                                                                                                                                                               |

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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Stochastic Models in Production and Logistics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- ORBA compulsory 1<sup>st</sup> and 2<sup>nd</sup> semester (nur SPO WS 2017/18 und SS 2018)</li> <li>- ORBA-Vert. Quantitative Methods (WPF)</li> <li>- BWL-Vert.: Logistics &amp; Operations Management (PF)</li> <li>- BWL-Wahlmodul</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                        |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- ORBA: Compulsory 1<sup>st</sup> or 2<sup>nd</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>The students</p> <ul style="list-style-type: none"> <li>- are empowered to work independently and self-reliantly,</li> <li>- present a solution that has been developed through teamwork in the classroom,</li> <li>- gain knowledge about random variables and stochastic processes,</li> <li>- know how to apply Markov Chains to model problems in operations and logistics,</li> <li>- can compute performance measures of queuing systems,</li> <li>- are able to model manufacturing systems and compute their performance.</li> </ul>                                                                                                             |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- 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.</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>- Stewart, W.J. (2009): Probability, Markov Chains, Queues, and Simulation, Princeton</li> <li>- Kulkarni, VG. (2017): Modelling and Analysis of Stochastic Systems. 3rd edition, CRC Press</li> <li>- Tijms, HC. (2003): A first course in stochastic models. Wiley</li> <li>- Montgomery D.C.; Runger, G.C. (2014) Applied Statistics and Probability for Engineers. 6th edition. Wiley</li> </ul>                                                                                                                                                                                                                 |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 1 credit hours lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Basics in probability calculus</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 14 hours attendance time and 136 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| winter semester 20/21 only exercise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Stochastic Processes                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- FINEC compulsory 1<sup>st</sup> semester</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- IMME-Wahlmodul</li> <li>- ORBA-Wahlmodul (nur SPO WS2017/2018 und SS 2018)</li> <li>- ORBA-Vert.: Quantitative Methods (WPF)</li> </ul>                                                                                                                                                                                            |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- FINEC: Compulsory 1<sup>st</sup> semester</li> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- IMME: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                               |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>The students</p> <ul style="list-style-type: none"> <li>- get to know stochastic calculus like Brownian motion, conditional expectation, martingale, Ito stochastic integral, Ito lemma, and Ito stochastic linear differential equation,</li> <li>- are enabled to understand some main ideas and apply some tools of stochastic calculus.</li> </ul>                                                                                                             |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- Stochastic processes (Basic concepts, time series, Gaussian process, Poisson process)</li> <li>- Brownian Motion (properties and processes derived from Brownian motion)</li> <li>- Conditional Expectation and Martingales</li> <li>- Ito- and Stratonovich-Stochastic Integrals, Ito-Lemma</li> <li>- Stochastic Differential Equation</li> <li>- Application in Finance (Black-Scholes Option Pricing Formula)</li> </ul> |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>- Mikosch, T. (2000): Elementary Stochastic Calculus with Finance in View. World Scientific: Singapore et al.</li> </ul>                                                                                                                                                                                                                                                                                                       |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2 credit hours lectures, 2 credit hours exercises                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>- none</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Elementary knowledge in Mathematics and Statistics for Economists.</li> </ul>                                                                                                                                                                                                                                                                                                                                                |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 56 hours attendance time and 94 learning hours incl. exam(s) / 5 CP                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Written final exam (60 min)                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Institute for Mathematical Stochastics (FMA)<br>Professorship of Empirical Economics (FWW)                                                                                                                                                                                                                                                                                                                                                                            |

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| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Strategisches Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>• BWL-Vert.: Logistics &amp; Operations Management (WPF)</li> <li>• BWL-Wahlmodul</li> <li>• BWL-Vert.: Management &amp; Entrepreneurship (WPF)</li> <li>• IMME-Vert.: International Management (WPF)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- BWL: 1.- 3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>Das Ziel der Veranstaltung ist der Erwerb eines vertiefenden Verständnisses von Bedingungen, Zielen, Maßnahmen und Effekten des strategischen Managements.</p> <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- beherrschen theoretische und methodische Grundlagen der Analyse des strategischen Umfeldes sowie der Strategiegenerierung und -auswahl,</li> <li>- beherrschen den Umgang mit einem in hohem Maße kontingenten, dynamischen und komplexen strategischen Umfeld,</li> <li>- kennen daraus resultierende Erfordernisse (zur Verarbeitung vager Informationen, zur Entwicklung robuster Strategien sowie zur Verarbeitung komplexer Datenszenarien und Bearbeitung differenzierter Strategiealternativen) und korrespondierende Methoden.</li> </ul> |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- Grundlagen des strategischen Managements</li> <li>- Strategisches Umfeld <ul style="list-style-type: none"> <li>- Analysemethoden</li> <li>- Analysefelder <ul style="list-style-type: none"> <li>- Analyse der globalen Umwelt</li> <li>- Markt- und Geschäftsfeldanalyse</li> <li>- Ressourcenanalyse</li> <li>- Konkurrentenanalyse</li> </ul> </li> </ul> </li> <li>- Strategieentwicklung, -beurteilung und -auswahl <ul style="list-style-type: none"> <li>- Theoretische Grundlagen</li> <li>- Methodische Grundlagen <ul style="list-style-type: none"> <li>- Fuzzy Decisions</li> <li>- Flexible Planung</li> </ul> </li> <li>- Aktuelle Entwicklungen</li> </ul> </li> </ul>                                                      |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>- Grant R. M.; Nippa, M. (2006): Strategisches Management - Analyse, Entwicklung und Implementierung von Unternehmensstrategien. 5. aktualisierte Auflage. Pearson Studium: München et al.</li> <li>- Kahlert J.; Frank, H. (1994): Fuzzy-Logik und Fuzzy-Control. Eine anwendungsorientierte Einführung. 2. Auflage, Vogel Business Media: Braunschweig.</li> <li>- Rommelfanger, H. (1994): Fuzzy Decision Support-Systeme - Entscheidungen bei Unschärfe. 2. Auflage, Springer Verlag: Berlin et al.</li> </ul>                                                                                                                                                                                                                            |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 2 SWS Vorlesung, 2 SWS (Hörsaal-)Übung,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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| Empfohlen werden Inhalte der Module „Strategische Unternehmensführung“ und „Entscheidungstheorie“.                                                                                                                                                                                                                                                                                                                                    |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                              |
| 56 Präsenzstunden und 94 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP                                                                                                                                                                                                                                                                                                                                                       |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                   |
| Jedes Wintersemester                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| Spätestens 14 Tage vor Erbringen der Prüfungsleistung(en) entscheidet die/der Modulverantwortliche zusammen mit dem Prüfungsausschuss, ob die Prüfungsleistungen jeweils online oder offline; mit Verweis auf §4 (1) und. (2) der „Allg. Bestimmungen der Studiengänge. der OVGU“ entweder als Klausur (60 min) oder Fallstudie oder Hausarbeit oder schriftliche Ausarbeitung oder Präsentation oder mdl. Prüfung durchgeführt wird. |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                                                                                                                                                                                       |
| Professur für Unternehmensführung und Organisation                                                                                                                                                                                                                                                                                                                                                                                    |



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| <b>Module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Sustainability and Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Applicability of the module:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- BWL-Vert.: Finance (WPF)</li> <li>- BWL-Wahlmodul</li> <li>- ORBA-Vert.: Financial Engineering/Financial Management (WPF)</li> <li>- ORBA-Wahlmodul</li> <li>- FINEC-Vertiefungsbereich (WPF)</li> <li>- EPA-Ergänzungsbereich</li> <li>- VWPA-Ergänzungsbereich</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- BWL: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- ORBA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- FINEC: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- EPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> <li>- VWPA: 1<sup>st</sup>- 3<sup>rd</sup> semester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Module objectives and intended study results:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>The students</p> <ul style="list-style-type: none"> <li>- develop an understanding for challenges of social, economic and ecological sustainability faced by corporations</li> <li>- are able to interpret sustainability projects of corporations as investments</li> <li>- have the ability to use quantitative methods to evaluate sustainability projects</li> <li>- learn methods to make investment decision under uncertainty (real options) in the context of sustainability</li> <li>- become familiar to structure, plan and evaluate a sustainability project in groups</li> <li>- have a qualified opinion on the subject of sustainability as well as the tools to discuss and influence the topic at a company level</li> </ul> |
| <b>Contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- Sustainability: concepts, dimensions, goals and stakeholders</li> <li>- Ecological and economic sustainability</li> <li>- Resource and environmental economics</li> <li>- Valuation and modelling of sustainability projects</li> <li>- Real options theory</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>- Trigeorgis, L.: Real Options: Managerial Flexibility and Strategy in Resource Allocation, MIT Press.</li> <li>- Fisher, A. C.: Lecture Notes on Resource and Environmental Economics, Springer.</li> <li>- Pearce, D. W., Turner, R. K.: Economics of Natural Resources and the Environment, Harvester Wheatsheaf.</li> <li>- Müller-Christ, G.: Sustainable Management: Coping with the Dilemmas of Resource-Oriented Management, Springer.</li> <li>- Ekardt, F.: Sustainability: Transformation, Governance, Ethics, Law, Springer.</li> </ul>                                                                                                                                                       |
| <b>Forms of instruction and credit hours:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 2 credit hours lectures, 1 credit hour exercise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Language of instruction:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Prerequisites for attending:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Previous knowledge recommendations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Students should know the basic principles of Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Work load and credits:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 56 hours attendance time and 94 learning hours / 5 CP                                                                                                                                                                                                                                                                                                                                                            |
| <b>Frequency</b>                                                                                                                                                                                                                                                                                                                                                                                                 |
| Each winter semester                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Assessments/Exams:</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| 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.<br>A withdrawal of the exam registration is not possible for this module. |
| <b>Responsible for the Module:</b>                                                                                                                                                                                                                                                                                                                                                                               |
| Professorship of Financial Management and Innovation Finance                                                                                                                                                                                                                                                                                                                                                     |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Modulbezeichnung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Verhaltensökonomik                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Verwendbarkeit des Moduls:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>- VWPA Pflicht 1. Semester</li> <li>- EPA-Vertiefungsbereich (WPF)</li> <li>- BWL-Vert.: Economics (WPF)</li> <li>- IMME-Wahlmodul</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Studiensemester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- VWPA: Pflicht 1. Fachsemester</li> <li>- EPA: 1.- 3. Fachsemester</li> <li>- BWL: 1.- 3. Fachsemester</li> <li>- IMME: 1.- 3. Fachsemester</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Modulziele und angestrebte Lernergebnisse:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>Die Studierenden</p> <ul style="list-style-type: none"> <li>- sollen die Grundlagen der Verhaltensökonomik sowie die wichtigsten aktuellen Forschungsfragen auf diesem Gebiet kennenlernen,</li> <li>- erwerben damit die Kompetenz, die methodische Vielfalt der ökonomischen Forschung zu verstehen und verbessern ihre Fähigkeit, zwischen normativen und positiv theoretischen Zugängen zu differenzieren.</li> </ul>                                                                                                                                                                                                                                                           |
| <b>Inhalt:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <ul style="list-style-type: none"> <li>- Was unterscheidet die Verhaltensökonomik von der „normalen“ Ökonomik?</li> <li>- Dogmengeschichtliche Kurzfassung</li> <li>- Die Wiederkehr der Psychologie</li> <li>- Der empirisch-experimentelle-psychologische Zugang</li> <li>- Heuristiken und Biases</li> <li>- Die Komplementarität von Verhaltensökonomik und Rational Choice Modell</li> <li>- Die wichtigsten Heuristiken und Verzerrungen</li> <li>- Prospect Theorie: Das Erweckungserlebnis der VÖ</li> <li>- Aktuelle Entwicklungen: Effiziente Heuristiken</li> <li>- Aktuelle Entwicklungen: Feldbefunde zur VÖ</li> <li>- Aktuelle Entwicklungen: Aktuelle Paper</li> </ul> |
| <b>Literaturhinweise:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>- Weimann, J. (2015): Die Rolle von Verhaltensökonomik und experimenteller Forschung in Wirtschaftswissenschaft und Politikberatung, PWP, 16 (3), 231-252.</li> <li>- Aktuelle Forschungsliteratur</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Lehrformen und SWS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2 SWS Vorlesung und 1 SWS Übung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Unterrichtssprache:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Deutsch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Teilnahmevoraussetzungen:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Empfehlungen für die Teilnahme:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>- keine</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Arbeitsaufwand und Credit Points:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 42 Präsenzstunden und 108 Stunden Selbststudium inkl. Prüfungsleistung(en)/ 5 CP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Häufigkeit des Lehrangebots:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Jedes Wintersemester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Leistungsnachweise/Prüfung:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Klausur (60 min)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Modulverantwortliche(r):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Professur für Wirtschaftspolitik                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |