



Modulhandbuch Program Handbook
für die for the
Masterstudiengänge Master Programs

Wintersemester 2023/2024

Winter semester 2023/2024

an der / at the

Otto-von-Guericke-Universität Magdeburg

Fakultät für Wirtschaftswissenschaft (FWW) / Faculty of Economics
(FEM)

30.10.2023

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Masterstudiengang „Economic Policy Analysis“ (EPA)

Master Program “Financial Economics” (FINEC)

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

Master Program "Operations Research and Business Analytics" (ORBA) (ab 2019)

Master Program "Operations Research and Business Analytics" (ORBA) (ab 2022)

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

Academic Methods

Advanced Computational Transportation

Advanced Game Theory

AI-based Decision Support I

Behavioral Finance (Wiederholungsprüfung/Retake of Module)

Besteuerung von Umwandlungen

Business Decision Making

Company Valuation (Wiederholungsprüfung/Retake of Module)

Computational Transportation

Corporate Governance, Compliance und Konzernrecht

Datenbanken

Diversity, Equity & Inclusion in Multinational Organizations

Downside Risk

Econometrics

Evaluation of Macro-Finance Policies
Evidence-Based Policy Analysis
Experiments in Behavioral Social Policy

Foundations for Finance

Financial Engineering (Wiederholungsprüfung/Retake of Module)

Financial Institutions (Wiederholungsprüfung/Retake of Module)

Financial Stability and Banking Regulation

Green Logistics

Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts

Insolvenzrecht

International Corporate Strategy

International Taxation

Introduction to Computer Science for Engineers

Introduction to Experiment Design with zTree

Machine Learning

Macroeconomic Analysis

Marketing Methods & Analysis (Wiederholungsprüfung/Retake of Module)

Master-Thesis mit Kolloquium

Master-Thesis with Research Seminar

Microeconomic Tools for Labor Market Research and Policy Evaluation

Microeconomic Analysis

Modelling and Solving Optimization Problems

Pricing in Global and Local Competition

Ringvorlesung - Next Generation EU-Research Series: New Insights into the Polity, Politics and Policies of the European Union

Scientific Project: "Applications of Artificial Intelligence"

Scientific Project: Applied Research in International Management

Scientific Project in Behavioral International Management

Scientific Project in E-Business

Scientific Project in FinTech and Blockchain Innovations

Scientific Project: Management Science

Seminar: Applied Behavioral Social Policy

Seminar: Case Studies of AI implementation

Seminar: Current Research in Behavioral International Management

Seminar: Digital Transformation in Logistics: Operational Research Insights

Seminar: Economics of Incentives

Seminar: Empirical Research in Public Economics using Stata

Seminar: Fintechs and Digitalization of Banking

Seminar: Personalmarketing

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

Seminar zur Empirischen Wirtschaftsforschung

Sensory Marketing and Product Innovation

Steuerplanung, Rechtsform und Finanzierung

Stochastic Processes

Sustainability and Finance

Verhaltensökonomik

Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie

Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften

Wissenschaftliches Projekt zur Verhaltensökonomie

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

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

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

Profilierungsschwerpunkte (PSP):

PSP: Accounting & Taxation

Besteuerung von Umwandlungen

Corporate Governance, Compliance und Konzernrecht

Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts

Insolvenzrecht

International Taxation

Seminar zur Empirischen Wirtschaftsforschung

Steuerplanung, Rechtsform und Finanzierung

Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende -
eineempirische Studie

Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften

Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Finance

Besteuerung von Umwandlungen
Corporate Governance, Compliance und Konzernrecht
Downside Risk
Financial Stability and Banking Regulation
Foundations for Finance
Insolvenzrecht
International Taxation
Scientific Project: "Applications of Artificial Intelligence"
Scientific Project in FinTech and Blockchain Innovations
Seminar: Case Studies of AI implementation
Seminar: Economics of Incentives
Seminar zur Empirischen Wirtschaftsforschung
Steuerplanung, Rechtsform und Finanzierung
Sustainability and Finance
Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie
Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften
Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Logistics & Operations Management

Advanced Computational Transportation
AI-based Decision Support I
Computational Transportation
Green Logistics
Modelling and Solving Optimization Problems
Scientific Project: "Applications of Artificial Intelligence"
Scientific Project: Management Science
Seminar: Case Studies of AI implementation
Seminar: Digital Transformation in Logistics: Operational Research Insights
Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie

PSP: Marketing & E-Business

Econometrics
Introduction to Experiment Design with zTree
Pricing in Global and Local Competition
Scientific Project in E-Business
Seminar: Personalmarketing
Seminar zur Empirischen Wirtschaftsforschung
Sensory Marketing and Product Innovation
Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie
Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Management & Entrepreneurship

Business Decision Making

Corporate Governance, Compliance und Konzernrecht

Insolvenzrecht

International Corporate Strategy

Scientific Project: Applied Research in International Management

Seminar: Economics of Incentives

Seminar: Personalmarketing

Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie

Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften

Wissenschaftliches Projekt zur Verhaltensökonomie

PSP: Economics

Advanced Game Theory

Econometrics

Evaluation of Macro-Finance Policies

Experiments in Behavioral Social Policy

Financial Stability and Banking Regulation

Foundations for Finance

Introduction to Experiment Design with zTree

Macroeconomic Analysis

Microeconomic Tools for Labor Market Research and Policy Evaluation

Microeconomic Analysis

Seminar: Applied Behavioral Social Policy

Seminar: Empirical Research in Public Economics using Stata

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

Stochastic Processes

Verhaltensökonomik

Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie

Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften

Wahlmodule

AI-based Decision Support I
Besteuerung von Umwandlungen
Business Decision Making
Computational Transportation
Downside Risk
Green Logistics
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
International Corporate Strategy
Introduction to Experiment Design with zTree
Pricing in Global and Local Competition
Seminar: Applied Behavioral Social Policy
Seminar: Personalmarketing
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information
Seminar zur Empirischen Wirtschaftsforschung
Steuerplanung, Rechtsform und Finanzierung
Sustainability and Finance

Abschlussseminar

Master-Thesis mit Kolloquium

Masterstudiengang „Economic Policy Analysis” (EPA)

Enrollment since winter semester 2020/2021:

1st Semester	Econometrics 5 CP, 4 SWS	Microeconomic Analysis 5 CP, 4 SWS	Macroeconomic Analysis 5 CP, 4 SWS	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Supplements 5 CP
2nd Semester	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Supplements 5 CP	Compulsory Elective Modules in Specialization: Seminar 10 CP	
3rd Semester	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Specialization 5 CP	Compulsory Elective Module in Supplements 5 CP	Compulsory Elective Module in Supplements 5 CP	Compulsory Elective Modules in Specialization: Seminar 10 CP	
4th Semester	Master Thesis with Research Seminar 30 CP, 2 SWS					

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

Pflichtmodule/Compulsory Modules:

Econometrics
Macroeconomic Analysis
Microeconomic Analysis

Vertiefungsbereich/Compulsory Elective Modules in Specialization:

Advanced Game Theory
Evaluation of Macro-Finance Policies
Experiments in Behavioral Social Policy
Financial Stability and Banking Regulation
Introduction to Experiment Design with zTree
Microeconomic Tools for Labor Market Research and Policy Evaluation
Modelling and Solving Optimization Problems
Pricing in Global and Local Competition
Seminar: Applied Behavioral Social Policy
Seminar: Empirical Research in Public Economics using Stata
Seminar: Fintechs and Digitalization of Banking
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information
Verhaltensökonomik

Ergänzungsbereich/ Supplement Module:

Advanced Game Theory
Besteuerung von Umwandlungen
Computational Transportation
Corporate Governance, Compliance und Konzernrecht
Downside Risk
Experiments in Behavioral Social Policy
Foundations for Finance
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
International Taxation
Introduction to Experiment Design with zTree
Microeconomic Tools for Labor Market Research and Policy Evaluation
Pricing in Global and Local Competition
Ringvorlesung - Next Generation EU-Research Series: New Insights into the Polity, Politics and Policies of the European Union
Seminar: Applied Behavioral Social Policy
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information
Seminar zur Empirischen Wirtschaftsforschung
Steuerplanung, Rechtsform und Finanzierung
Sustainability and Finance

Master- Thesis

Master-Thesis with Research Seminar

Master Program “Financial Economics” (FINEC)

Enrollment since winter semester 2019/20:

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

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

Pflichtmodule/Compulsory Modules:

1st Semester:

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

2nd Semester:

Behavioral Finance (Wiederholungsprüfung/Retake of Module)
 Company Valuation (Wiederholungsprüfung/Retake of Module)
 Financial Engineering (Wiederholungsprüfung/Retake of Module)
 Financial Institutions (Wiederholungsprüfung/Retake of Module)

Vertiefungsbereich/Compulsory Elective Modules in Specialization:

Advanced Game Theory
AI-based Decision Support I
Downside Risk
Evaluation of Macro-Finance Policies
Financial Stability and Banking Regulation
International Taxation
Microeconomic Tools for Labor Market Research and Policy Evaluation
Modelling and Solving Optimization Problems
Scientific Project: “Applications of Artificial Intelligence“
Scientific Project in FinTech and Blockchain Innovations
Seminar: Case Studies of AI implementation
Seminar: Economics of Incentives
Seminar: Empirical Research in Public Economics using Stata
Seminar: Fintechs and Digitalization of Banking
Sustainability and Finance

Master- Thesis

Master-Thesis with Research Seminar

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

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

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

Pflichtmodule/Compulsory Modules:

Business Decision Making
 International Corporate Strategy
 Marketing Methods & Analysis (Wiederholungsprüfung/Retake of Module)

Vertiefungsbereich/Compulsory Elective Modules in Specialization: Entrepreneurship

Corporate Governance, Compliance und Konzernrecht
 Evaluation of Macro-Finance Policies
 Insolvenzrecht
 Scientific Project in Behavioral International Management
 Seminar: Current Research in Behavioral International Management
 Seminar: Fintechs and Digitalization of Banking
 Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie
 Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften

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

Corporate Governance, Compliance und Konzernrecht
Diversity, Equity & Inclusion in Multinational Organizations
Econometrics
Green Logistics
Insolvenzrecht
International Taxation
Scientific Project: Applied Research in International Management
Scientific Project in Behavioral International Management
Seminar: Current Research in Behavioral International Management
Seminar: Economics of Incentives
Seminar: Personalmarketing
Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie

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

AI-based Decision Support I
Econometrics
Introduction to Experiment Design with zTree
Pricing in Global and Local Competition
Scientific Project: "Applications of Artificial Intelligence"
Scientific Project in E-Business
Seminar: Case Studies of AI implementation
Seminar: Current Research in Behavioral International Management
Seminar: Personalmarketing
Sensory Marketing and Product Innovation
Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie

Wahlmodule/Elective Modules:

AI-based Decision Support I
Besteuerung von Umwandlungen
Computational Transportation
Experiments in Behavioral Social Policy
Foundations for Finance
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Introduction to Experiment Design with zTree
Macroeconomic Analysis
Microeconometric Tools for Labor Market Research and Policy Evaluation
Microeconomic Analysis
Modelling and Solving Optimization Problems
Pricing in Global and Local Competition
Seminar: Applied Behavioral Social Policy
Seminar: Empirical Research in Public Economics using Stata
Seminar: Personalmarketing
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information
Seminar zur Empirischen Wirtschaftsforschung
Steuerplanung, Rechtsform und Finanzierung
Stochastic Processes
Verhaltensökonomik

Master-Thesis

Master-Thesis with Research Seminar

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

Enrollment since winter semester 2019/20:

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

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

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

Quantitative Methods

AI-based Decision Support I
Econometrics
Modelling and Solving Optimization Problems
Stochastic Processes

Methods of Computer Science

Datenbanken
Introduction to Computer Science for Engineers
Machine Learning

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

Downside Risk
Foundations for Finance
International Taxation
Scientific Project: “Applications of Artificial Intelligence“
Scientific Project in FinTech and Blockchain Innovations
Seminar: Case Studies of AI implementation
Sustainability and Finance

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

Advanced Computational Transportation
Green Logistics
Scientific Project: “Applications of Artificial Intelligence“
Scientific Project: Management Science
Seminar: Case Studies of AI implementation
Seminar: Digital Transformation in Logistics: Operational Research Insights

Wahlmodule/Elective Modules

Advanced Computational Transportation
AI-based Decision Support I
Business Decision Making
Computational Transportation
Downside Risk
Evaluation of Macro-Finance Policies
Foundations for Finance
Green Logistics
International Corporate Strategy
International Taxation
Macroeconomic Analysis
Microeconomic Analysis
Pricing in Global and Local Competition
Sustainability and Finance

Master-Thesis

Master-Thesis with Research Seminar

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

Enrollment since winter semester 2022/23:

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

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

Wahlpflichtmodule im Grundlagenbereich / Compulsory Elective Modules: Operations Research

Advanced Computational Transportation
 Computational Transportation
 Modelling and Solving Optimization Problems

Business Analytics

AI-based Decision Support I
 Datenbanken
 Machine Learning

Wahlpflichtmodule im Vertiefungsbereich/ Compulsory Elective Modules in Specialization

Advanced Computational Transportation
 Advanced Game Theory
 Business Decision Making
 Downside Risk
 Econometrics

Evaluation of Macro-Finance Policies
Evaluation of Macro-Finance Policies
Foundations for Finance
Green Logistics
International Corporate Strategy
International Taxation
Introduction to Computer Science for Engineers
Pricing in Global and Local Competition
Scientific Project: “Applications of Artificial Intelligence“
Scientific Project in FinTech and Blockchain Innovations
Scientific Project: Management Science
Seminar: Case Studies of AI implementation
Seminar: Digital Transformation in Logistics: Operational Research Insights
Seminar: Fintechs and Digitalization of Banking
Stochastic Processes
Sustainability and Finance

Master-Thesis

Master-Thesis with Research Seminar

Modulbezeichnung / Module:
International Corporate Strategy
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - International Management, Marketing, Entrepreneurship IMME: Compulsory Module (PF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - IMME: Compulsory 1st or 2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - critically reflect on the concepts of international corporate strategy. - develop an understanding of the benefits and risks of diversification. - analyze the portfolio of a company. - acquire knowledge of how companies grow internationally. - apply the theoretical concepts to real-life business cases.
Inhalt / Contents:
<p>Centered on globally operating businesses, this course delves into the fundamental principles of corporate strategy. Students will be able to holistically understand the opportunities and challenges of managing large corporations in different stages of their lifecycle. In this vein, the lecture discusses both managing growth and dealing with challenging business situations. Emphasis is placed on large corporations with multiple business units that are also internationally active and therefore subject to cross-cultural influences.</p> <p>The course systematically presents corporate parent effects on business units. It outlines avenues for portfolio development and international growth, such as collaboration, mergers, and acquisitions, and examines the roles of digitalization and sustainability in international corporate strategy.</p> <p>Real-world cases and business examples enrich the course by providing a blend of theory and practice. Interactive quizzes enhance the learning experience and promote engagement and comprehension.</p>
Literaturhinweise / References:
<p>Main text book of the course: Pidun, U. (2019). Corporate Strategy. Theory and Practice. Springer.</p> <p>Further references (required readings) will be provided in the course of the lecture.</p>
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::

English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
None
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Behavioral International Management

Modulbezeichnung / Module:
Verhaltensökonomik
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Economic Policy Analysis EPA: Compulsory Module (PF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (PF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - sollen die Grundlagen der Verhaltensökonomik sowie die wichtigsten aktuellen Forschungsfragen auf diesem Gebiet kennenlernen, - erwerben damit die Kompetenz, die methodische Vielfalt der ökonomischen Forschung zu verstehen und verbessern ihre Fähigkeit, zwischen normativen und positiv theoretischen Zugängen zu differenzieren.
Inhalt / Contents:
<ul style="list-style-type: none"> - Was unterscheidet die Verhaltensökonomik von der „normalen“ Ökonomik? - Dogmengeschichtliche Kurzfassung - Die Wiederkehr der Psychologie - Der empirisch-experimentelle-psychologische Zugang - Heuristiken und Biases - Die Komplementarität von Verhaltensökonomik und Rational Choice Modell - Die wichtigsten Heuristiken und Verzerrungen - Prospect Theorie: Das Erweckungserlebnis der VÖ - Aktuelle Entwicklungen: Effiziente Heuristiken - Aktuelle Entwicklungen: Feldbefunde zur VÖ - Aktuelle Entwicklungen: Aktuelle Paper
Literaturhinweise / References:
<ul style="list-style-type: none"> - Weimann, J. (2015): Die Rolle von Verhaltensökonomik und experimenteller Forschung in Wirtschaftswissenschaft und Politikberatung, PWP, 16 (3), 231-252. - Aktuelle Forschungsliteratur
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises

Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Keine
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Klausur (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Wirtschaftspolitik/Economic Policy

Modulbezeichnung / Module:
Introduction to Experiment Design with zTree
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - BWL: 3. Semester/3rd semester - EPA: 3. Semester/3rd semester - IMME: 2. Semester/2nd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students:</p> <ul style="list-style-type: none"> - learn how to program features of experimental study-designs aimed at observing economic interactions in laboratory settings by using the experimental software zTree (programming experience is not necessary). - are trained on how to implement theoretical design principles in context of behavioral laboratory and online experiments. - Are capable to establish links between practical experiment design, specific research questions and determinants of experimental control. - Are able, in plenary settings, to present in detail their programmed experiments with respect to advantages and disadvantages of chosen design features.
Inhalt / Contents:
<p>Methodical expertise regarding conducting and interpreting behavioural experiments proved to be extraordinarily powerful for economic research topics treating market dynamics, social policy and organisational processes in past decades. This lecture aims at providing an interactive introduction to the experimental programming software zTree as a tool for designing laboratory and online experiments. Thereby an interplay of input-sessions and task solving under supervision will serve as conceptual core guiding students through zTree features and common best practices of programming experiment designs.</p> <p>Meanwhile the potential of direct methodical adaptations in private and public sector becomes increasingly apparent this lecture will also directly provide students with qualifications that are necessary to conduct an economic experiment in the context of a master-thesis. Note that this lecture complements the seminar “Applied Experimental Economics”, in which students design and run an</p>

economic experiment on their own.

Literaturhinweise / References:

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

Lehrform(en) / Form(s) of instruction:

- Vorlesung/Lecture

Lehrformen und SWS / Forms of instruction and credit hours:

- 4 SWS Vorlesung/Lecture

Unterrichtssprache / Language of instruction::

English

Teilnahmevoraussetzungen / Prerequisites for attending:

None

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

Participants should be familiar with game theory and should have a basic knowledge of the experimental method. This lecture complements the seminar "Applied Experimental Economics", which will take place in the winter semester 2022/2023 as well.

Credit Points /Credits:

10 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 244 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

WS 2023/2024

Leistungsnachweise/Prüfung / Assessments/Exams:

The module-related examination covers the following forms of examination: Development of a program for a laboratory experiment using zTree, oral presentation of the own program, preparation of a set of detailed slides for the presentation of the self-programmed experiment design.

Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Verhaltensbasierte Sozialpolitik/Behavioral Social Policy

Modulbezeichnung / Module:
Stochastic Processes
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Operations Research and Business Analytics ORBA: Quantitative Methods (Compulsory Elective Module) - Financial Economics FINEC: Compulsory Module (PF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Financial Economics FINEC: Compulsory Module (PF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Quantitative Methods (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - BWL: 1. - 3. Semester/1st - 3rd semester - FINEC: Compulsory 1st semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - get to know stochastic calculus like Brownian motion, conditional expectation, martingale, Ito stochastic integral, Ito lemma, and Ito stochastic linear differential equation, - are enabled to understand some main ideas and apply some tools of stochastic calculus.
Inhalt / Contents:
<ul style="list-style-type: none"> - Stochastic processes (Basic concepts, time series, Gaussian process, Poisson process) - Brownian Motion (properties and processes derived from Brownian motion) - Conditional Expectation and Martingales - Ito- and Stratonovich-Stochastic Integrals, Ito-Lemma - Stochastic Differential Equation - Application in Finance (Black-Scholes Option Pricing Formula)
Literaturhinweise / References:
<ul style="list-style-type: none"> - Mikosch, T. (2000): Elementary Stochastic Calculus with Finance in View. World Scientific: Singapore et al.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:

none

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

- Elementary knowledge in Mathematics and Statistics for Economists.

Credit Points /Credits:

5 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl.

Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

Jedes Wintersemester/Every winter semester

Leistungsnachweise/Prüfung / Assessments/Exams:

Written final exam (60 min)

Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Mathematische Stochastik/Mathematical Stochastics (FMA)

Modulbezeichnung / Module:
Econometrics
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (PF) - Economic Policy Analysis EPA: Compulsory Module (PF) - Financial Economics FINEC: Compulsory Module (PF) - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Quantitative Methods (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: Compulsory 1. Semester/1st semester - FINEC: Compulsory 1st semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - improve already established knowledge of fundamental econometric methods, - learn about concepts of modern microeconomic methods during lectures and independently become acquainted with state-of-the art methodology by studying the recommended literature.
Inhalt / Contents:
<ul style="list-style-type: none"> - Regression fundamentals and identification - Instrumental Variables - Panel data - Nonstandard standard error issues - Limited dependent variables and probability models - Advanced methods like difference-in-difference and regression discontinuity design
Literaturhinweise / References:
<ul style="list-style-type: none"> - Angrist, J. D.; Pischke, J. S. (2008): Mostly harmless econometrics: An empiricist's companion. Princeton University Press: Princeton. - Angrist, J. D.; Pischke, J. S. (2014): Mastering 'Metrics: The Path from Cause to Effect. Princeton University Press: Princeton. - Cameron, A. C.; Trivedi, P. K. (2009): Microeconometrics using Stata. 5th edition, Stata Press: College Station [TX]. - Wooldridge, J. M. (2002): Econometric Analysis of Cross Section and Panel Data. MIT Press: Cambridge. - Wooldridge, J. M. (2006): Introductory Econometrics - A Modern Approach. 3rd edition, Cengage Learning: Boston.

Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
- Sound knowledge of introductory econometrics and statistics.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Online written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Banking and Financial Systems

Modulbezeichnung / Module:
Marketing Methods & Analysis (Wiederholungsprüfung/Retake of Module)
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Operations Research and Business Analytics ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (PF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul
Studiensemester / Semester:
- ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - BWL: 1. - 3. Semester/1st - 3rd semester - IMME: Compulsory 1st or 2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
Students - examine the role of marketing research in formulating marketing research problems, - develops basic skills in conducting and evaluating marketing research projects, - acquire new knowledge in research design, methods of data collection (including data collection instruments, sampling, and field operations), and essential data analysis techniques, - acquire new knowledge in working with IBM SPSS Statistics in order to apply the methods taught in the lectures.
Inhalt / Contents:
- The role and value of marketing research information - The marketing research process - Designing the marketing research project - Gathering and collecting data - Data preparation and analysis (e.g., hypothesis tests, ANOVA, regression analysis, factor analysis, cluster analysis)
Literaturhinweise / References:
- Sarstedt, M. and E. A. Mooi (2019). A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics. 3rd edition, Springer: Berlin et al.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Participants should have an understanding of marketing principles and basic statistics.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:

Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Exam 60 min.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Marketing

Modulbezeichnung / Module:
Financial Institutions (Wiederholungsprüfung/Retake of Module)
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Financial Economics FINEC: Compulsory Elective Module in Specialization
Studiensemester / Semester:
- FINEC: Compulsory 2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students acquire the ability to: - use economic reasoning to analyse the structure of financial markets - describe the institutional frameworks in which intermediaries and central banks operate - analyse how a bank conducts business using the simulation game "ProBanker" - present and defend management decisions taken in the simulation game - present a solution that has been developed through teamwork in the classroom - students are encouraged and empowered to work independently and self-reliantly
Inhalt / Contents:
- Interest rate dynamics in financial markets - The role of intermediaries in the financial system - Financial crises and regulatory responses - Foreign exchange markets and the international financial system - The conduct of monetary policy and its theoretical underpinnings - Commercial bank management
Literaturhinweise / References:
- Mishkin, F. S. (2013): The Economics of Money, Banking, and Financial markets, 10th edition, Pearson education: Harlow
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - Übung in Kleingruppen/exercises in small groups
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following module are recommended - Foundations for Finance
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester

Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)) and/or group presentation and/or group exercises and/or essay
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Financial Economics (Prof. Koetter)

Modulbezeichnung / Module:
Behavioral Finance (Wiederholungsprüfung/Retake of Module)
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Financial Economics FINEC: Compulsory Elective Module in Specialization - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: Compulsory 2nd semester - FINEC: 2nd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge about market and portfolio anomalies, - are enabled to apply techniques how to detect these anomalies, - gain insight into psychological explanation
Inhalt / Contents:
<ul style="list-style-type: none"> - Financial theories tested - Empirical Findings: portfolio and market anomalies - Possible explanations of these findings - Discussion of the behavioral finance models
Literaturhinweise / References:
<ul style="list-style-type: none"> - Shleifer, A. (2000): Inefficient Markets: An Introduction to Behavioral Finance. Oxford University Press: Oxford et al.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - Übung in Kleingruppen/exercises in small groups
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 1 SWS Übung in Kleingruppen/exercises in small groups

Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
- none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
- none
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
- Oral exam (20 -30 min) or written exam (60 min) - The person in authority decides if the exam will be held digital or in presence by no later than 14 days before the exam.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Empirische Wirtschaftsforschung/Empirical Economics Research

Modulbezeichnung / Module:
Company Valuation (Wiederholungsprüfung/Retake of Module)
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Financial Economics FINEC: Compulsory Module (PF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - Operations Research and Business Analytics ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - BWL: 1. - 3. Semester/1st - 3rd semester - FINEC: Compulsory 2nd semester - FINEC: 2nd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire a broad theory-based knowledge of company valuation techniques in different frameworks, - develop an understanding for and experience with empirical analysis based on real data, - gain insights in valuation pitfalls and recent models.
Inhalt / Contents:
<ul style="list-style-type: none"> - Standard Company Valuation Models (e.g., CAPM, Multi-factor Models, Valuation Multiples) - Discounted Cash Flow Analysis (including TCF, APV, FTE) - Company Valuation under Credit Risk - Probability of Default, Loss given Default, Distance to Default, Expected Loss
Literaturhinweise / References:
<ul style="list-style-type: none"> - Berk, J., DeMarzo, P. (2013): Corporate Finance, 3rd Edition, Pearson. - Hillier, D., Ross, S., Westerfield, R., Jaffe, J., & Jordan, B. (2016): Corporate Finance, 3rd European Edition, McGraw-Hill Education.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture

- (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises - 1 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following module are recommended: - Financial Management of the Bachelor Program “International Business and Economics” of the FWW or - Finanzmanagement of the Bachelor Program “Betriebswirtschaftslehre” of the FWW.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min); if applicable, bonus points are credited and are only valid for the current semester.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Finanzierung und Banken/Banking and Finance

Modulbezeichnung / Module:
Sustainability and Finance
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 2nd semester - FINEC: 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - develop an understanding for challenges of social, economic and ecological sustainability faced by corporations - are able to interpret sustainability projects of corporations as investments - have the ability to use quantitative methods to evaluate sustainability projects - learn methods to make investment decision under uncertainty (real options) in the context of sustainability - become familiar to structure, plan and evaluate a sustainability project in groups - have a qualified opinion on the subject of sustainability as well as the tools to discuss and influence the topic at a company level
Inhalt / Contents:
<ul style="list-style-type: none"> - Sustainability: concepts, dimensions, goals and stakeholders - Ecological and economic sustainability - Resource and environmental economics - Valuation and modelling of sustainability projects - Real options theory
Literaturhinweise / References:
<ul style="list-style-type: none"> - Trigeorgis, L.: Real Options: Managerial Flexibility and Strategy in Resource Allocation, MIT Press. - Fisher, A. C.: Lecture Notes on Resource and Environmental Economics, Springer. - Pearce, D. W., Turner, R. K.: Economics of Natural Resources and the Environment, Harvester Wheatsheaf. - Müller-Christ, G.: Sustainable Management: Coping with the Dilemmas of Resource-Oriented Management, Springer. - Ekardt, F.: Sustainability: Transformation, Governance, Ethics, Law, Springer.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises

Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Students should know the basic principles of finance
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Student project and written final exam (60min)
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Innovations- und Finanzmanagement/Financial Management and Innovation Finance

Modulbezeichnung / Module:
AI-based Decision Support I
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Quantitative Methods (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Business Analytics (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - FINEC: 2nd semester - FINEC: 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. Semester/1st semester - ORBA (SPO ab 2022): 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The lecture deals with the fundamentals of machine learning, especially supervised learning. The goal is to create prediction models and therefore design a full analysis process from business goal to deployment. We will deal with basic steps of any data analysis process using the CRISP-DM process model: business understanding, data understanding, data preprocessing, modeling, evaluation and deployment. The students will learn how to deal with each phase and to question and analyze results before deploying them in a productive environment. Students will therefore learn how to design AI-based decision support systems from front to back that can tackle practical forecasting problem. As a result, students will acquire analytical thinking qualifications and critical thinking when evaluating the models. Besides preparing students for the job of a data scientist, the course will prepare you for advanced analytics courses (AI-based Decision Support II in the summer term), seminars and scientific projects that you may take during your course of study. In addition, the on-demand online exercises will enable the students to gain competencies in python data science programming.</p>
Inhalt / Contents:
<ul style="list-style-type: none"> - Introduction to Machine Learning and Analytical Modeling - Business Understanding - Data Exploration - Data Pre-processing - Machine Learning Principles for: <ul style="list-style-type: none"> o linear Regression o logistic Regression o Support Vector Machine (SVM) - Evaluation of analytical models
Literaturhinweise / References:

References will be introduced and updated during the lectures

Lehrform(en) / Form(s) of instruction:

- Vorlesung/Lecture
- Übung in Kleingruppen/exercises in small groups

Lehrformen und SWS / Forms of instruction and credit hours:

- 2 SWS Vorlesung/Lecture
- 2 SWS Übung in Kleingruppen/exercises in small groups

Unterrichtssprache / Language of instruction::

English

Teilnahmevoraussetzungen / Prerequisites for attending:

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

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

- Statistics / Econometrics
- Operations Research
- Machine Learning

Credit Points /Credits:

5 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl.
Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

Jedes Wintersemester/Every winter semester

Leistungsnachweise/Prüfung / Assessments/Exams:

Written, take-home online exam

Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Data-Driven Decision Support

Modulbezeichnung / Module:
Scientific Project: “Applications of Artificial Intelligence“
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 3. Semester/3rd semester - FINEC: 3rd semester - IMME: 3. Semester/3rd semester - ORBA (SPO ab 2019): 3. Semester/3rd semester - ORBA (SPO ab 2022): 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students expand their knowledge of AI-based systems by designing, deploying, and evaluating AI-based decision support systems for a specific problem from various focus areas. The focus of the task can vary depending on the base task that is to be supported by the system. Examples include but are not limited to building prediction systems, building explanations for prediction systems (Explainable AI (XAI)), and dealing with a forceful change of system behavior (adversarial machine learning (AML)). At the end of the seminar, the students will ...</p> <ul style="list-style-type: none"> - ... have gained a more comprehensive knowledge of AI-based systems in general. - ... have been confronted with the challenges of AI-based systems. - ... have successfully build a system from scratch. - ... have gained a better understanding of the focus area (e.g., Finance) - ... have gained insides into the specific AI-related problem area (e.g., XAI, AML). - ... improve their problem-solving abilities. - ... improve their analytical skills. - ... improve their presentation skills.
Inhalt / Contents:
<p>General content:</p> <ul style="list-style-type: none"> - The project seminar features state-of-the-art topics in the broad area of AI-based systems. - The focus area can be chosen by the student from a broad range of areas to best suit the student's specialization. The main fields include but are not limited to Finance, Operations Management, and Economics. <p>Examples of specific topics:</p> <ul style="list-style-type: none"> - Station-based optimization of Bike Sharing logistics based on MI forecasts - Strategy Extraction for Reinforcement learning - Defending against adversarial attacks in online marketplaces - Benchmarking Fairness Algorithms in Ai-based Systems

- Predicting voluntarism in crisis situations
Literaturhinweise / References:
- Bishop (2006): Pattern Recognition and Machine Learning. Springer. - Heinrich (2019): Demystifying the Black Box: A Classification Scheme for Interpretation and Visualization of Deep Intelligent Systems. AMCIS 2019. - Das &Rad (2020): Opportunities and Challenges in Explainable Artificial Intelligence (XAI): A Survey. arXiv. - Huan et al. (2020): Deep learning in Finance and banking: A literature review and classification - Heinrich et al. (2020): Fool me once, shame on you, fool me twice, shame on me: A taxonomy of attack and defense patterns for AI security. ECIS 2020.
Lehrform(en) / Form(s) of instruction:
- Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
- 4 SWS Wissenschaftliches Projekt/Scientific Project
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Some knowledge in one or more research area could be useful: ? Statistics / Econometrics ? Operations Research ? Machine Learning
Credit Points /Credits:
15 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Semester/Every semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Scientific Project Report, Presentation, Prototype (virtual and/or physical), and, if applicable, program code
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Data-Driven Decision Support

Modulbezeichnung / Module:
Pricing in Global and Local Competition
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - gain proficiency in competitive and behavioral pricing. - acquire knowledge on pricing in various forms of market interaction, incl. oligopoly markets with and without search, advertisement, forward and online sales. - obtain analytic skills in modeling and studying market interaction and pricing.
Inhalt / Contents:
<ul style="list-style-type: none"> - Market interaction model with horizontal, multi-channel, and platform competition. - Consumer search, consumer type differentiation, and behavioral pricing strategies.
Literaturhinweise / References:
<ul style="list-style-type: none"> - Belleflamme, Paul, and Peitz, Martin (2015): Industrial Organization: Markets and Strategies. Cambridge University Press. - Raju, Jagmohan, and Zhang, Z. John (2010): Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability. FT Press.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::

English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Basics in microeconomics and basics in game theory
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
E-Business

Modulbezeichnung / Module:
Experiments in Behavioral Social Policy
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge in theoretical and empirical research in behavioral social policy, - become acquainted with the methodology of experimental economics, - learn to independently analyze different aspects of behavioral social policy and to interpret scientific findings in this field carefully, - develop the ability to apply the methodological tools to a specific question in social policy in order to arrive at an economically well-founded conclusion.
Inhalt / Contents:
<p>The lecture provides an introduction to behavioral social policy as well as to the methodology of experimental economics. It will be discussed how theoretical and experimental analysis - for example in the field of education economics or health policy - are intertwined and mutually beneficial. Selected case studies are used to show how policy and economic consulting can also benefit from the comprehensive analysis. The exercise offers a deepening of the knowledge acquired in the lecture.</p>
Literaturhinweise / References:
<p>Weimann, J., Brosig-Koch, J. (2019): Methods in Experimental Economics: An Introduction, Springer. Relevant scientific papers will be announced during the course.</p>
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

Participants should have knowledge in the areas of microeconomics and game theory.

Credit Points /Credits:

5 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl.

Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

Jedes Wintersemester/Every winter semester

Leistungsnachweise/Prüfung / Assessments/Exams:

Written exam (60 min).

Also, students may earn bonus points for oral presentations during the semester. These bonus points are only considered for grade improvement if the exam is passed. Bonus points are only valid for the current semester; i.e., they cannot be transferred to following semesters.

Anmerkung / Note:**Modulverantwortliche(r) / Responsible for the module:**

Verhaltensbasierte Sozialpolitik/Behavioral Social Policy

Modulbezeichnung / Module:
Scientific Project: Management Science
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
- BWL: 3. Semester/3rd semester - ORBA (SPO ab 2019): 3. Semester/3rd semester - ORBA (SPO ab 2022): 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students <ul style="list-style-type: none"> • are able to analyze a complex business decision making process with quantitative methods, • extend their knowledge on modelling, development and implementation of analytical solution techniques for theoretical and/or practical problems, • have the ability to select and apply solution techniques and corresponding software tools from the area of business analytics and operations research, • learn to plan and manage complex research and development projects alone or in heterogeneous project teams, • develop skills to analyze their analytical approach and results critically from different perspectives (research/practice), • enhance their ability to work in heterogeneous teams.
Inhalt / Contents:
<ul style="list-style-type: none"> • Depend on the individual project, which can be related to ongoing research of the chair and/or problems from industry, • State-of-the-art methods of business analytics and operations research, e.g. <ul style="list-style-type: none"> o Mathematical modelling, exact optimization, heuristics, o Intelligent data analysis, data mining, simulation.
Literaturhinweise / References:
<ul style="list-style-type: none"> • Depend on the individual project. • Literature review is part of the project.
Lehrform(en) / Form(s) of instruction:
- Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Wissenschaftliches Projekt/Scientific Project - 2 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
• A seminar in Management Science or Operations Management is expected.

- Depending on the particular topic, the contents of the following modules are recommended:
 - o Computational Transportation
 - o Approximate Dynamic Programming for Stochastic and Dynamic Decision Making
 - o Combinatorial Optimization in Production & Logistics/Comp. Transportation
 - o Introduction to Dynamic Decision Making
 - o Further classes from Management Science or Operations Management.

Credit Points /Credits:

15 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

WS 2023/2024

Leistungsnachweise/Prüfung / Assessments/Exams:

Assessments/Exams:

- Mid-term report (20%), presentation (30%), finale report (50%).
- For successful completion of the module, all required assessments must be passed, individually.

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.

Modulverantwortliche(r) / Responsible for the module:

Management Science

Modulbezeichnung / Module:
Seminar: Empirical Research in Public Economics using Stata
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 2nd semester - FINEC: 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - develop an understanding for economic research and its application, - enhance their existing knowledge of econometric analysis by replicating existing studies, - learn to acquire new skills through self-study - gain practical programming experience in Stata - acquire knowledge on how to present their own empirical research, - expand their ability to critically analyse and discuss the findings of their peers.
Inhalt / Contents:
<ul style="list-style-type: none"> - Each student will be assigned an empirical paper in the field of public economics to replicate. - All papers use the German Socio-Economic Panel (SOEP) dataset, which will be introduced at the start of the semester. - Students will be able to access all necessary data/software either on campus or via remote access.
Literaturhinweise / References:
<ul style="list-style-type: none"> - A list of references will be published on the chair's website prior to the first session. - Cameron, A. C., & Trivedi, P. K. (2009). Microeconometrics using stata, College Station, TX: Stata press.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 4 SWS Seminar
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
<ul style="list-style-type: none"> - Participants should have solid knowledge in Microeconomics. - Participants should have good knowledge in Econometrics - It is recommended that students revisit lessons on Stata programming or look into some basic Stata programming tutorials prior to the first seminar session. Reading suggestions will be provided by the chair.
Credit Points /Credits:
10 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 244 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
WS 2023/2024
Leistungsnachweise/Prüfung / Assessments/Exams:
Seminar paper, presentations and active participation during the seminar discussion
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Finanzwissenschaft/Public Economics

Modulbezeichnung / Module:
Seminar: Applied Behavioral Social Policy
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
- BWL: 2. Semester/2nd semester - BWL: 3. Semester/3rd semester - EPA: 2. Semester/2nd semester - EPA: 3. Semester/3rd semester - IMME: 2. Semester/2nd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students <ul style="list-style-type: none"> • learn to design economic experiments in the field of behavioral social policy • acquire knowledge in interpreting experimental findings in this area • are able to apply the methodology of experimental economics to a specific research question in order to arrive at an economically well-founded statement • are able to discuss their research and that of other seminar participants in plenary sessions • learn to productively work in a team and to coordinate with peers
Inhalt / Contents:
The seminar is intended to help the participants develop hands-on experience in designing economic experiments in the field of behavioral social policy. In particular, participants will design an economic experiment of their own to address a research question of their choice in the area of behavioral social policy.
Literaturhinweise / References:
Weimann, J., Brosig-Koch, J. (2019): Methods in Experimental Economics: An Introduction, Springer.
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 4 SWS Seminar
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Participants should have some basic knowledge in the areas of experimental economics and game theory.
Credit Points /Credits:
10 CP

Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 244 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
For the module there is a module-related examination which covers the following forms of examination: Writing (70%) and presenting (20%) a seminar paper. Discussion of presentations (10%).
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Verhaltensbasierte Sozialpolitik/Behavioral Social Policy

Modulbezeichnung / Module:
Insolvenzrecht
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erlernen die rechtlichen Regelungen für das deutsche Gesamtvollstreckungs- und Sanierungsverfahren - entwickeln ein Bewusstsein für die Gefahren und die Handlungsnotwendigkeiten in wirtschaftlichen Krisensituationen - entwickeln Verständnis für die Wirksamkeit und die Grenzen von Sicherungen für den Insolvenzfall
Inhalt / Contents:
<ul style="list-style-type: none"> - Insolvenzverfahren als Marktinstrument - Insolvenzverfahren als Antragsverfahren - Arten von Insolvenzverfahren - Abwicklung insolventer Unternehmen - Recht der Insolvenzanfechtung - Aus- und Absonderungsrechte - Sonderrechte im Insolvenzverfahren
Literaturhinweise / References:
<ul style="list-style-type: none"> - Pape/Uhlenbruck/Voigt-Salus, Insolvenzrecht, 2. Aufl., - Foerste, Insolvenzrecht, 6. Aufl., - Pape/Gundlach/Vortmann, Handbuch der Gläubigerrechte, 3. Aufl. in Vorbereitung
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
<p>Empfohlen werden die Inhalte der Module</p> <ul style="list-style-type: none"> - Bürgerliches Recht, - Handels- und Gesellschaftsrecht <p>aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.</p>

Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 122 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Klausur (60 min.)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Bürgerliches Recht, Handels- und Wirtschaftsrecht/Chair of Law and Economics

Modulbezeichnung / Module:
Corporate Governance, Compliance und Konzernrecht
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erlernen und vertiefen die rechtlichen Regeln für eine ordnungsgemäße Unternehmensleitung, insb. auch im Blick auf die Pflicht, für ein rechtmäßiges Verhalten des Unternehmensträgers Sorge zu tragen, - erlernen Grundlagen des Konzernrechts, - entwickeln Verständnis für konzernrechtliche Fragestellungen.
Inhalt / Contents:
<ul style="list-style-type: none"> - die Grundregeln ordnungsgemäßer Unternehmensleitung - die Business Judgement Rule - der deutsche Corporate Governance Kodex - die Pflicht, für ein rechtmäßiges Verhalten des Unternehmensträgers Sorge zu tragen - Organisationspflichten - Grundlagen des Konzernrechts - Haftungsfragen
Literaturhinweise / References:
<ul style="list-style-type: none"> - Emmerich, V.; Habersack, M. (2020): Konzernrecht - ein Studienbuch. 11. Auflage, Verlag C.H. Beck: München. - Hauschka, C. E.; Moosmayer, K.; Lösler, T. (2016): Corporate Compliance - Handbuch der Haftungsvermeidung im Unternehmen. 3. Auflage, Verlag C.H. Beck: München. - Hommelhoff, P.; Hopt, K. J.; v. Werder, A. (2010): Handbuch Corporate Governance – Leitung und Überwachung börsennotierter Unternehmen in der Rechts- und Wirtschaftspraxis. 2. Auflage, Schäffer-Poeschel Verlag: Stuttgart. - Schneider, U. H.; Schneider, S. H. (2007): Konzern-Compliance als Aufgabe der

Konzernleitung. ZIP, S. 2061-2065. - Schneider, U. H. (2003): Compliance als Aufgabe der Unternehmensleitung. ZIP, S. 645-650
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Empfohlen werden die Inhalte der Module - Bürgerliches Recht, - Handels- und Gesellschaftsrecht aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 122 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Leistungsnachweise/Prüfung / Assessments/Exams:
Klausur (60min.)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Bürgerliches Recht, Handels- und Wirtschaftsrecht/Chair of Law and Economics

Modulbezeichnung / Module:
Seminar: Verhaltensökonomische Erklärungen von Fake News, Verschwörungstheorien und verzerrter Information
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - EPA: 3. Semester/3rd semester - IMME: 2. Semester/2nd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erarbeiten selbständig Themen aus dem verhaltensökonomischen Bereich - wenden verhaltensökonomischen Ansätze auf die aktuellen Themen (z.B. Fake News und Verschwörungstheorien) an. - analysieren wie Meinungen verzerrt aggregiert werden können und welche gesellschaftlichen und wirtschaftspolitischen Folgen das haben kann. - lernen wissenschaftliche Vorträge zu halten und sich an einer wissenschaftlichen Diskussion zu beteiligen
Inhalt / Contents:
<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"> - Soziale Medien (Filterblasen, Soziale Netzwerke) - Wissenschaftliche Mythen, Fake News, Verschwörungstheorien - Wirkung von Umfragen und Nachrichten - Relevante Ansätze der Verhaltensökonomik
Literaturhinweise / References:
<ul style="list-style-type: none"> - Literaturhinweise werden in Anpassung an die jeweilige Themenstellung des Seminars bzw. Projekts gegeben. - Die Literaturrecherche stellt eine Teilleistung des Seminars bzw. Projekts dar.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Seminar - 1 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:

- keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
- keine
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 244 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Mündlicher Vortrag, schriftlich ausgearbeitete Präsentationsfolien als Seminararbeit, mündliche Leistung als Diskutant eines fremden Themas, Beteiligung an den Diskussionen
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Wirtschaftspolitik/Economic Policy

Modulbezeichnung / Module:
Evidence-Based Policy Analysis
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module
Studiensemester / Semester:
- BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2019): 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students - acquire knowledge of the core methods in today's (micro)econometric toolkit, - acquire the skills necessary to write their own (micro)econometric research paper/master thesis, - develop the ability to skillfully and critically read empirical studies and distinguish between good and bad empirical research, - become acquainted with problems that applied econometricians encounter in practice when evaluating policies, - develop an understanding for the core methods to estimate causal effects and how these methods can be applied hands-on to evaluate policies.
Inhalt / Contents:
- Rubin Causal Model - Social Experiments - Selection on Observables and Regression Specification - Fixed Effects, Difference-in-Differences, and Synthetic Control Method - Regression Discontinuity - Instrumental Variables
Literaturhinweise / References:
- Angrist, J.D., and J.S. Pischke (2009), Mostly Harmless Econometrics, Princeton University Press.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
- none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following module are recommended - Econometrics

- Knowledge of statistics and econometrics at bachelor level is strongly recommended.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Angewandte Wirtschaftsforschung/Applied Economics

Modulbezeichnung / Module:
Wissenschaftliches Projekt: Attraktivitätsfaktoren der FWW für Schüler:innen und Studierende - eine empirische Studie
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 3. Semester/3rd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Ziel des Projektseminars ist die Vermittlung von Kompetenzen zur empirisch und theoretisch fundierten Ausarbeitung von Einflussfaktoren auf die Universitäts- und Studiengangsauswahl angehender Studierender und die Ableitung verwertbarer Handlungsempfehlungen der Otto-von-Guericke-Universität.</p> <p>Die Studierenden</p> <ul style="list-style-type: none"> - festigen die erlernten Techniken des wissenschaftlichen Arbeitens, - vertiefen die bisherigen erworbenen betriebswirtschaftlichen Kenntnisse, mit Rückgriff auf wissenschaftliche Primärliteratur in deutscher oder englischer Sprache, - erwerben methodische Kenntnisse im Bereich der quantitativen Forschung - entwickeln Lösungen für vordefinierte Problemstellungen in Teams und stellen empirisch die Ergebnisse in einer Gruppe vor.
Inhalt / Contents:
<ul style="list-style-type: none"> - Terminologische und systematische Grundlagen der Standortforschung - Datenerhebung/-sammlung und –aufbereitung mittels Fragebögen - Analyse relevanter wissenschaftlicher Literatur
Literaturhinweise / References:
<ul style="list-style-type: none"> - projektabhängige Basisliteratur
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 4 SWS Wissenschaftliches Projekt/Scientific Project
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:

- keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
- keine
Credit Points /Credits:
15 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
WS 2023/2024
Leistungsnachweise/Prüfung / Assessments/Exams:
Projektabschlussarbeit, Ergebnispräsentation und bewertete Diskussionsbeiträge
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Unternehmensführung und Organisation/Strategic Management and Organisation

Modulbezeichnung / Module:
Seminar: Digital Transformation in Logistics: Operational Research Insights
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - ORBA (SPO ab 2019): 2. Semester/2nd semester - ORBA (SPO ab 2022): 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<ul style="list-style-type: none"> - Students develop a thorough understanding of a selected operational research problem with a focus on the digital transformation in logistics - Students acquire the ability to read, understand, and analyze scientific papers, providing them with valuable skills for reviewing research, synthesizing information, and forming informed opinions. - Students learn how to use qualitative and/or quantitative methods to make decisions in real-world situations. - Students expand their skills in writing about and presenting scientific topics.
Inhalt / Contents:
<p>Digital transformation in logistics is revolutionizing the way goods are transported, managed, and delivered. By leveraging advanced technologies such as artificial intelligence, machine learning, and automation, logistics companies can streamline operations, enhance efficiency, and optimize supply chain processes.</p> <p>In this context, the seminar focuses on selected problems in transport-related logistics. The seminar examines the influence of digital transformation by examining various levels of data availability, and employs Operations Research techniques to derive results.</p> <p>Each group participating in the seminar will develop a Mathematical Program tailored to the specific problem under consideration. Depending on the chosen topic, students may delve deeper into quantitative and/or qualitative solution methods, determining the appropriate software program, e.g., Excel, Python or commercial solvers. The seminar papers are expected to encompass a concise literature review, a description of the mathematical model, a description of the solution method, and an experimental section based on a real-world scenario.</p>
Literaturhinweise / References:
Students are provided with some references related to their individual topic at the beginning of the seminar.
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 3 SWS Seminar
Unterrichtssprache / Language of instruction::

English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Students wishing to participate in the seminar should be familiar with mathematical modelling. Additional knowledge may be helpful for some topics but can also be gained throughout the course.
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 258 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
WS 2023/2024
Leistungsnachweise/Prüfung / Assessments/Exams:
Presentation (30%) and seminar paper (70%). Both assessments need to be passed individually.
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Operations Management

Modulbezeichnung / Module:
Seminar: Personalmarketing
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
- BWL: 2. Semester/2nd semester - IMME: 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
Die Studierenden • erwerben ein theoriegeleitetes Verständnis für verschiedene Themen des Personalmarketings • wenden dieses Wissen in einer Fallstudie an • weiten ihre Fähigkeiten im akademischen Schreiben, in der Literaturrecherche, im kritischen Denken, in der Kommunikation und im Präsentieren vor einem Publikum aus • lernen produktiv in einer Gruppe zu arbeiten und sich mit Kommilitonen zu koordinieren.
Inhalt / Contents:
• Marketingmaßnahmen, die sich an (potentielle) Bewerber richten • Marketingmaßnahmen, die sich an aktuelle Mitarbeiter richten
Literaturhinweise / References:
Werden in der Veranstaltung gegeben
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Seminar
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Grundlagen in Marketing und Personalwesen
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 272 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
in unregelmäßigen Abständen/at irregular intervals
Leistungsnachweise/Prüfung / Assessments/Exams:
Mündliche Präsentation, Mitarbeit im Seminar, Literaturarbeit und Fallstudienarbeit

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.

Modulverantwortliche(r) / Responsible for the module:

Experimentelle Wirtschaftsforschung/Experimental Economics

Modulbezeichnung / Module:
Besteuerung von Umwandlungen
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erhalten einen Einblick in die unterschiedlichen Arten von Unternehmens-umstrukturierungen (Verschmelzung, Aufspaltung, Abspaltung, Einbringung, Formwechsel) - erwerben Kenntnisse im Bereich des Umwandlungsrechtes und des Umwandlungssteuerrechts, - sind in der Lage steuerliche Belastungen von Umwandlungsfällen (Verschmelzung, Aufspaltung, Abspaltung, etc.) zu bestimmen, - lernen steuerliche Gestaltungsmöglichkeiten kennen, die sich im Rahmen von Unternehmensumwandlungen ergeben - entwickeln die Fähigkeit, steuerliche Risiken bei Umwandlungsfällen zu identifizieren, - entwickeln Verständnis für umwandlungsrechtliche Fragestellungen sowie für die Anwendbarkeit des Umwandlungssteuergesetzes.
Inhalt / Contents:
<ul style="list-style-type: none"> - Umwandlungsgesetz und Umwandlungssteuergesetz - Verschmelzungen von Körperschaften und Spaltung von Körperschaften - Einbringungsvorgänge und deren steuerliche Behandlung - Internationale Fragen zu Umwandlungsvorgängen - Wiederholung & Klausurvorbereitung
Literaturhinweise / References:
<ul style="list-style-type: none"> - Schreiber, U., Kahle, H., Ruf, M. (2022): Besteuerung der Unternehmen: Eine Einführung in Steuerrecht und Steuerwirkung, 5. Aufl., Gabler Verlag: Wiesbaden. - Brähler, G., Krenzin, A. (2020): Umwandlungssteuerrecht: Grundlagen für Studium und Steuerberaterprüfung, 11. Aufl., Springer Gabler: Wiesbaden. - Holle, F., Weiss, M., Die geplante Erweiterung der persönlichen Anwendbarkeit des UmwStG durch das KöMoG – Globalisierung des UmwStG?, Internationales Steuerrecht 2021, S. 489-496. - Holle, F., Weiss, M., Verschmelzung, Spaltung und die Kosten für den Vermögensübergang nach § 12 Abs. 2 UmwStG, Deutsches Steuerrecht 2019, S. 167-173.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture
Unterrichtssprache / Language of instruction::

Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Empfohlen werden die Inhalte des Moduls „Steuerrecht und Steuerwirkung“ aus dem Bachelorprogramm. Hilfreich sind zudem Vorkenntnisse weiterer Module der Betriebswirtschaftlichen Steuerlehre aus dem Bachelor- und Masterprogramm mit einem Schwerpunkt auf ertragssteuerlichen Fragestellungen.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Klausur (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Betriebswirtschaftliche Steuerlehre/Business Taxation

Modulbezeichnung / Module:
International Taxation
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - become aware of basic problems and terms of international taxation, - attain knowledge on international tax regulations, - learn how to take into account taxes in international business transactions and how to measure tax burdens, - gain knowledge of international tax planning strategies, - learn how investment and financing decisions are affected by profit taxation.
Inhalt / Contents:
<ul style="list-style-type: none"> - Basic principles and terms of business taxation - Measurement of tax burdens - Double tax convention: OECD Model Convention - Transfer pricing guidelines - European principles and regulations of profit taxation - International tax planning and profit shifting - Taxation of multinational firms and cross-border investments - Taxation of international mergers and acquisitions

Literaturhinweise / References:
- Schreiber, U. (2013), International company taxation: An introduction to the legal and economic principles, Springer: Berlin Heidelberg.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following modules from the bachelor program are recommended: - Basic skills in finance and accounting are recommended. - Skills in taxation are helpful but not a necessary prerequisite.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min), in the winter semester electronic online test for the acquisition of bonus points, which are only considered for grade improvement if the exam (winter semester) or the repeat exam (following summer semester) is passed
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Betriebswirtschaftliche Steuerlehre/Business Taxation

Modulbezeichnung / Module:
Computational Transportation
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Operations Research (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2019): 2. Semester/2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - can model and solve relevant strategic, tactical and operational decision problems in the area of mobility, logistics and transportation, - gain insight into exact and heuristic solution approaches for optimization problems in computational transportation, - are enabled to apply the presented methods to the introduced problems, - acquire knowledge on how to collect and model the required data for optimization models and algorithms in computational transportation, - gain fundamental knowledge on how to embed optimization models in traffic and transportation information systems including required technology.
Inhalt / Contents:
<ul style="list-style-type: none"> - Engineering of and technology for traffic and transportation information systems - Network modelling, data structures and network algorithms - Shortest paths finding - Transportation planning - Max flows and Eulerian circuits - Traveling salesman and vehicle routing problems
Literaturhinweise / References:
<ul style="list-style-type: none"> - West, D.B.: Introduction to Graph Theory. 2nd edition, Prentice Hall, 2001. - Bazaraa, M.S., Jarvis, J.J., Sherali, H.D.: Linear Programming and Network Flows. 4th edition, John Wiley & Sons, 2010. - Ehmke, J. F.: Integration of Information and Optimization Models for Routing in City Logistics. Springer, 2012.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture

- Übung in Kleingruppen/exercises in small groups
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Sound knowledge of linear programming is strongly recommended.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Management Science

Modulbezeichnung / Module:
Evaluation of Macro-Finance Policies
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge on different types of macro-finance policies - acquire the ability to work with data and a software (R, Stata) - become acquainted with econometric tools to evaluate the effectiveness of policies in the financial sector and related to the macroeconomy - develop the ability to think critically about how to evaluate policy and regulatory interventions
Inhalt / Contents:
Course on the evaluation of policies and regulations applied to target macroeconomic or financial sector outcomes (e.g. monetary policies, capital controls, financial sector regulation, taxation of corporates or banks)
Literaturhinweise / References:
The course will be mostly based on academic journal articles. References will be provided during the course.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
<ul style="list-style-type: none"> - Previous knowledge in macroeconomics and econometrics is useful - Some skills in data analysis using a statistical software are useful

Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 122 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Leistungsnachweise/Prüfung / Assessments/Exams:
Three assessments have to be successfully completed to pass the course. During the course, each student has to present research on the evaluation of a macro-finance policy and summarize results in a short research paper to be handed in until the end of the course. Each student has to hand in an assignment. The assignment counts 30%, the presentation 30%, and the research paper 40%.
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Makroökonomik/Macroeconomics

Modulbezeichnung / Module:
Business Decision Making
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - International Management, Marketing, Entrepreneurship IMME: Compulsory Module (PF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - International Management, Marketing, Entrepreneurship IMME: Compulsory Module (PF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - IMME: Compulsory 1st or 2nd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - will obtain a deeper theoretical understanding of individual, interactive, and group decision making, - can learn and train practical methods of decision support for prominent types of decision problems, - will acquire skills for analytical decision support.
Inhalt / Contents:
<ul style="list-style-type: none"> - Preferences and Decision Behavior - Utility Theory - Multiattribute Decisions - Decisions under Uncertainty - Sequential Decisions - Strategic Interactive Decisions - Group Decision Making and Negotiation
Literaturhinweise / References:
<ul style="list-style-type: none"> - D. Kahneman: Thinking, Fast and Slow, 2012 - J. Hammond, R. L. Keeney, H. Raiffa; Smart Choices – A Practical Guide to Making Better Decisions, 2015 - R. T. Clemen, T Reilly: Making Hard Decisions, 3rd ed., 2013 - P. Goodwin, G. Wright: Decision Analysis For Management Judgment, 5th ed., 2014
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
-none

Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of any previously attended course in introductory microeconomics is recommended.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
5 quizzes throughout the semester - approximately every 2 weeks. 25% Written online examination at the end of the semester. 75% Points from previous semesters are not acknowledged.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Entrepreneurship

Modulbezeichnung / Module:
Scientific Project: Applied Research in International Management
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module)
Studiensemester / Semester:
- BWL: 3. Semester/3rd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students <ul style="list-style-type: none"> • gain insights into aspects of diversity in international management research, • acquire knowledge about scientific writing, • develop the ability to gather and analyze data, • learn to reflect on each other's work critically, • enhance their presentation skills by professionally presenting their results, written and oral.
Inhalt / Contents:
<ul style="list-style-type: none"> • This seminar focuses on diversity in research teams. • In this seminar, the students develop an overall understanding of the implications of diversity in international management research. The students plan and execute a scientific research study while applying academic research techniques. • Students are required to gather and analyze secondary data from research journals, write a seminar paper about the analysis and the outcomes, and present their findings. • Active participation is required to foster analyzing, social, and presentation skills.
Literaturhinweise / References:
Readings will be announced in class.
Lehrform(en) / Form(s) of instruction:
- Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Wissenschaftliches Projekt/Scientific Project
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Marketing Methods and Analysis Diversity, Equity & Inclusion in Multinational Organizations
Credit Points /Credits:
15 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 422 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
in unregelmäßigen Abständen/at irregular intervals
Leistungsnachweise/Prüfung / Assessments/Exams:

Seminar paper and oral presentation (in person / online), participation (in person / online)

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.

Modulverantwortliche(r) / Responsible for the module:

Internationales Management/International Management

Modulbezeichnung / Module:
Datenbanken
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Operations Research and Business Analytics (SPO ab 2019) ORBA: Methods of Computer Science (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Business Analytics (Compulsory Elective Module)
Studiensemester / Semester:
- ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2022): 1. Semester/1st semester - ORBA (SPO ab 2022): 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
Inhalt / Contents:
Literaturhinweise / References:
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Leistungsnachweise/Prüfung / Assessments/Exams:
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Fakultät für Informatik/Faculty of Computer Science (FIN)

Modulbezeichnung / Module:
Diversity, Equity & Inclusion in Multinational Organizations
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module)
Studiensemester / Semester:
- IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students - develop an understanding of the challenges of a diverse workforce in organizations - become acquainted with the relationship between diversity, equity, and inclusion - gain insight in the role of leadership in managing diversity - learn about the characteristics of a diversity strategy - develop the ability to critically reflect on diversity strategies and the implemented actions
Inhalt / Contents:
The course introduces the challenges of diversity, equity, and inclusion that multinational organizations face today. The course establishes definitions of the focal terms and highlights the relationship between diversity, equity, and inclusion. Further, the lecture reflects how a diversity strategy contributes to leveraging the potential of diversity in multinational organizations.
Literaturhinweise / References:
Readings will be announced in class.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
in unregelmäßigen Abständen/at irregular intervals
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)

Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Internationales Management/International Management

Modulbezeichnung / Module:
Microeconomic Analysis
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: Compulsory Module (PF) - Financial Economics FINEC: Compulsory Module (PF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module
Studiensemester / Semester:
- BWL: 1. - 3. Semester/1st - 3rd semester - EPA: Compulsory 1. Semester/1st semester - FINEC: Compulsory 1st semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students - acquire an analytical understanding of the determinants of individual decisions, - develop a thorough understanding of the consequences of decentralized decision-making for individual and firm behavior in partial equilibrium models, - analyse the existence, stability and efficiency properties of general equilibria.
Inhalt / Contents:
- Preference Relations and Utility Functions - Duality - Uncertainty - Production Technology and Profit Maximization - Cost Minimization and Cost Functions - General Equilibrium Analysis and Welfare
Literaturhinweise / References:
- Jehle, G.; Reny, P. (2010): Advanced Microeconomic Theory. 3rd edition, Pearson/Addison - Wesley: Boston [Mass.] et al.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
None
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Final exam: 60 minutes.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Finanzwissenschaft/Public Economics

Modulbezeichnung / Module:
Macroeconomic Analysis
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: Compulsory Module (PF) - Financial Economics FINEC: Compulsory Module (PF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: Compulsory 1. Semester/1st semester - FINEC: Compulsory 1st semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - are exposed to the topics and tools of quantitative macroeconomics, - acquire a profound knowledge of the empirics of growth and business cycles, - develop a thorough understanding of the basic models of economic growth, - develop an understanding of the sources and amplifiers of aggregate fluctuations, - will understand the instruments of stabilization policy and be able to gauge their limits.
Inhalt / Contents:
<ul style="list-style-type: none"> - Empirical evidence on long-run growth - Growth theory - Sustainable growth - The role of innovation and productivity - Long-run unemployment - Empirical evidence on business cycles - Aggregate demand and supply - Stabilisation policy
Literaturhinweise / References:
<p>Sørensen, P. B; Whitta-Jacobsen, H. J. (2022): Introducing Advanced Macroeconomics, Growth and Business Cycles. 3rd edition, McGraw-Hill: London et al.</p> <p>Aghion, P., C. Antonin and S. Bunel (2021): The Power of Creative Destruction: Economic Upheaval and the Wealth of Nations, Belknap Press, Harvard University.</p>
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English

Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Intermediate knowledge of Microeconomics and Macroeconomics.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (120 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Volkswirtschaftslehre/Economics

Modulbezeichnung / Module:
Sensory Marketing and Product Innovation
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module)
Studiensemester / Semester:
- BWL: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>This course focuses on the questions why individuals perceive and evaluate products, services and other goods as they do. Specifically, it discusses how consumers perceive multisensory product bundles and how the perceptual process affects purchase and consumption decisions. Additional emphasis is devoted to sensory product research methods frequently applied in the industries for food and personal care products.</p> <p>The students will</p> <ul style="list-style-type: none"> - improve their understanding of sensory marketing, - find out more about the human perception process and how different marketing messages have an influence on consumers, - develop the ability of discussing recent research papers and findings, and - learn about sophisticated concepts/ paradigms in consumer research and sensory marketing, <p>After successful completion of the module students specifically are able:</p> <ul style="list-style-type: none"> - to apply the foundations of psychophysics to selected marketing phenomena, - to critically reflect on recent academic findings in the sensory consumer research field - to apply academic research findings to sensory marketing practice - to identify manipulative sensory marketing practices - to design multisensory marketing messages and products - to independently teach themselves new sensory marketing techniques, based on academic literature resources (a form of media literacy) - to analyze data that is collected typically during sensory product research in product innovation processes, and - to work with selected software solutions such as G*Power, R and RStudio.
Inhalt / Contents:
<ul style="list-style-type: none"> - Introduction to Sensory Marketing - Basics of psychophysics and three stages in perception - Addressing each sense: <ul style="list-style-type: none"> • Vision: Product design and colors, consumer heterogeneity, difference between sensation and perception • Scent: Detection vs. processing, scent and emotions, ambient scents, scented products, scented advertising materials • Sound: Sound design, sound symbolism, jingles in advertising • Touch: Mere Touch effects, Need for touch, comfort with inter-personal touch • Taste: Consumer heterogeneity, subjectivity in product experience - Concert of all senses in product experience – multisensory product perception • Diagnosticity of each sensory modality in product perception • Sensory Imagery • Selective perception

- Cross-modal links between sensory stimuli
- Unconscious cross-modal interactions
- Sensory (in-)congruency in product and packaging design
- Contribution of each single modality in the overall consumer judgement
- The idea of subliminal advertising and manipulation of consumers
- Basics of sensory product research and statistical analyses in this field
- Selected topics in sensory market research (e.g., sensory primacy and recency effects, cross-modal intuitions, implicit association tests, statistical power analysis, working with R, experimental designs, principle of meta-analysis, evaluative conditioning; all depending on recent research in the field)

Literaturhinweise / References:

- Solomon, M. R. (2020). Consumer Behavior: Buying, Having, and Being (13th Global Edition). Pearson Education limited.
- Krishna, A. (Ed.). (2010). Sensory Marketing: Research on the Sensuality of Products. Taylor & Francis.
- Schifferstein, H. N. J., & Hekkert, P. (Eds.). (2008). Product Experience. Elsevier Science.
- Lawless, H. T., & Heymann, H. (2010). Sensory Evaluation of Food: Principles and Practices (2nd ed.). Springer.

Lehrform(en) / Form(s) of instruction:

- Vorlesung/Lecture
- (Hörsaal-)Übung/(lecture hall) exercises

Lehrformen und SWS / Forms of instruction and credit hours:

- 2 SWS Vorlesung/Lecture
- 2 SWS (Hörsaal-)Übung/(lecture hall) exercises

Unterrichtssprache / Language of instruction::

English

Teilnahmevoraussetzungen / Prerequisites for attending:

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

- Marketing principles and basic statistics
- Marketing Methods and Analysis

Credit Points /Credits:

5 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

Jedes Wintersemester/Every winter semester

Leistungsnachweise/Prüfung / Assessments/Exams:

Written (offline) exam 60 minutes.

Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Marketing

Modulbezeichnung / Module:
Academic Methods
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Financial Economics FINEC: Compulsory Module (PF) - Financial Economics FINEC: Academic Methods (Compulsory Elective Module)
Studiensemester / Semester:
- FINEC: Compulsory 1st semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students - possess fundamental knowledge in academic research, empirical analysis and model development, - are acquainted with basic calculus and programming, - obtain skills in designing and conducting research projects - gain understanding of the structure and presentation style of academic research papers
Inhalt / Contents:
Basic calculus (differential and integral calculus) - Applications in empirical studies - Methods for academic research, especially literature research, data gathering and descriptive data analysis - Design and presentation of research papers ("academic writing")
Literaturhinweise / References:
Turabian, K.L. (2013): A Manual for Writers of Research Papers, Thesis, and Dissertations, 8. Auflage, Chicago: University of Chicago Press.
Lehrform(en) / Form(s) of instruction:
- Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
none
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Home assignments

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.

Modulverantwortliche(r) / Responsible for the module:

Finanzierung und Banken/Banking and Finance

Modulbezeichnung / Module:
Green Logistics
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - IMME: 1.-3. Semester/1st-3rd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<ul style="list-style-type: none"> - Students gain a comprehensive understanding of the environmental impact caused by logistical activities - Students acquire the ability to evaluate the environmental impact associated with logistical activities (with a focus on transportation) - Students enhance their skills in formulating and solving critical logistical problems via mathematical modelling - Students learn to employ qualitative and quantitative methodologies to facilitate environmentally sustainable decision-making in logistics
Inhalt / Contents:
<p>Logistics accounts for around 9-10% of global CO₂ emissions and will be one of the hardest economic sectors to decarbonize. This is partly because the demand for freight transport is expected to rise sharply over the next few decades, but also because it relies very heavily on fossil fuel.</p> <p>The course will look into the challenge we face in trying to achieve deep reductions in greenhouse gas emissions from logistical activities. It makes a detailed assessment of the available options, including restructuring supply chains, shifting freight to lower carbon transport modes, and transforming energy use in the logistics sector. For this, critical logistical problems and topics, such as last mile delivery or city logistics, are outlined. The course will look into mathematical formulations of selected problems and will cover qualitative and quantitative solution methods (mostly from the field of operations research). A particular focus of the course will be on political strategies employed for decarbonizing transportation. Thereby, it covers methodologies utilized for measuring and allocating emissions within the transportation sector. Overall, the course offers a comprehensive overview of the current research and practices surrounding "green logistics"</p>
Literaturhinweise / References:
<p>The primary literature will be announced in the first lecture.</p> <p>Students wishing to prepare for the class are referred to: McKinnon, A. (2018). Decarbonizing logistics: Distributing goods in a low carbon world. Kogan Page Publishers.</p>
Lehrform(en) / Form(s) of instruction:

Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Students should have knowledge in the area of mathematical modelling and operational research methods. This knowledge is gained, for example, in the Bachelor's course "Production, Logistics and Operations Research".
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Leistungsnachweise/Prüfung / Assessments/Exams:
Written exam (60 minutes)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Operations Management

Modulbezeichnung / Module:
Modelling and Solving Optimization Problems
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Quantitative Methods (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Operations Research (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - have a good understanding of the interplay of real-world processes, mathematical models, data, and algorithms, - formulate application problems as formal mathematical models, - identify the mathematical structure of a formulation and choose an appropriate solution framework, - use modern modelling languages and optimization software to solve application problems, - gain insights into the algorithms implemented in state-of-the-art software tools.
Inhalt / Contents:
<ul style="list-style-type: none"> - Constrained optimization problems: notation, properties, and complexity - Models, data, and algorithms in Linear Programming (LP) and Mixed Integer Programming (MIP) - Basic graph theory and network models - Abstract modules for applications in logistics, production planning, scheduling etc. - Non-linear models - Advantages and limitations of modelling languages, data management tools, and optimization software
Literaturhinweise / References:
<ul style="list-style-type: none"> - Hillier and Lieberman: Introduction to Operations Research, McGraw-Hill, 2019. - Matousek and Gärtner: Understanding and Using Linear Programming. Springer, 2007. - MirHassani and Hooshnand: Methods and Models in Mathematical Programming, Springer, 2019. - Pochet and Wolsey: Production Planning by Mixed Integer Programming. Springer, 2006.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture

- 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
- Basic knowledge of mathematics as learned in the models Mathematische Methoden I+II of the bachelor study program “Betriebswirtschaftslehre” or Mathematical Methods I+II of the Bachelor Program “International Business and Economics” of FWW/FEM.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Mathematical Optimization (FMA)

Modulbezeichnung / Module:
Seminar: Current Research in Behavioral International Management
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module)
Studiensemester / Semester:
- IMME: 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - learn how to analyze phenomena-driven challenges in the international management context based on suitable theoretical frameworks and reasoning, - get to know and learn how to apply academic research methods and sources of information, - acquire the ability to write academic papers and to present their results, - develop an ability to participate in academic discussions - develop the ability to work in an international team
Inhalt / Contents:
<p>The Master seminar Current Research in International Management tackles current research topics in international management that are closely linked to practical issues in globally operating companies. The specific topic and focus of the seminar is a different one every term and more detailed information about the specific topic in the respective term is available on the website of the BIM chair: https://bim.ovgu.de/Teaching.html</p> <p>In addition to the actual topic that is covered in the seminar, students will learn new methodological approaches, providing them with skills and abilities necessary to successfully participate in the scientific project later in their studies and to write their Master's thesis in the international management field or related areas. A mix of interactive teaching approaches and the integration of current phenomena observed in the international management practice enables participants to develop the ability to apply their knowledge to international challenges in a creative, solution-based manner. In addition to the kick-off meeting and the lectures at the start of the teaching period we offer several Q&A sessions in which the participants have the opportunity to ask questions to clarify open issues. In the elearning forum students can ask their questions at any time and will receive an answer within two working days.</p>
Literaturhinweise / References:
<p>The specific literature varies with the focus and the specific topic of the seminar. The more detailed description of the seminar on the website of the BIM chair includes starting literature. Each team will receive starting literature tailored to their specific topic about a week before the actual start of the seminar.</p>
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 3 SWS Seminar

Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
An interest in international management aspects and quantitative and qualitative research methodologies.
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 272 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Semester/Every semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Seminar paper (80%) and presentation (20%)
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Behavioral International Management

Modulbezeichnung / Module:
Scientific Project in Behavioral International Management
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module)
Studiensemester / Semester:
- IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
Upon completion of this seminar, students... - ...will gain a comprehensive understanding of the specific behavioral international management topic the project is focusing on - ...will learn how to identify, collect, and code broad empirical evidence and use meta-analytic procedures to synthesize previous findings to make better international management-related decisions - ...will gain knowledge of and develop skills related to meta-analytic methodology and will be able to reflect on a specific research area through the lense of meta-analytic evidence - ...will be able to understand psychometric meta-analytic studies in the majority of fields and areas and will be able to conduct a meta-analysis themselves in the majority of areas (e.g., when writing their Master thesis)
Inhalt / Contents:
Behavioral international management is characterized by its complexity and the broad range of topics covered by this field. In this seminar, international teams of three students will learn how to use meta-analytic procedures to integrate previous quantitative empirical findings in the area of behavioral international management. Specifically, each team will focus on the relationship between topic related determinant(s) and particular performance outcomes (I) to determine the magnitude of the association and (II) to assess the role of conceptual, contextual, and methodological moderators (i.e., under which conditions is the relationship stronger or weaker). Depending on the actual topic the unit of analysis is the individual employee or the firm. For example, in previous years students have examined the relation between expatriates' foreign language skills and various work-related outcomes (e.g., job satisfaction, job performance, turnover intention) at the individual level. At the firm level students have examined, e.g., the association between the standardization or adaptation of marketing mix components (i.e., price, place, promotion etc.) and export performance. The actual topic of the project is a different one in every semester and more detailed information on the current topic is provided on the website of the chair: https://bim.ovgu.de/ What all topics have in common is that the main purpose is the quantitative synthesis of existing primary studies and that the topics are of high interest for both research and practice. The general topic of the seminar and the specific topics of each team are at the current research frontier, ultimately aiming for developing new knowledge and a better understanding of the topic. We will use the first four weeks of the project to develop an understanding of the topic of the project and to build the foundation for the use of the meta-analytic techniques (e.g., very basic literature search procedures and specific AI tools as well as open access Excel tools and Internet-based tools for the actual meta-analysis). Afterwards, weekly or biweekly Q&A sessions are offered during which

the teams have the opportunity to ask questions to clarify open issues (a forum on elearning is also offered on which questions are answered within two working days). At the end of the project each team submits a seminar paper (about 25 text pages plus tables, figures, references etc.) and presents as well as discusses their findings with the other teams (15-minute presentation and 10-minute discussion during the last two weeks of the semester). Each step of the literature search and meta-analytic procedure is explained in detail and students' should not be afraid of this approach. In guiding your decision to participate in this seminar please read the respective articles related to a topic to gain a better understanding of the topic and the method (see <https://bim.ovgu.de/> for more information).

Literaturhinweise / References:

- A general reading list, covering the method, is provided in the project syllabus
- Each team will receive a shared folder with starting literature tailored to each topic
- General reading related to each part of the paper (introduction, theory, method, results, and discussion) are provided in the project syllabus

Lehrform(en) / Form(s) of instruction:

- Wissenschaftliches Projekt/Scientific Project

Lehrformen und SWS / Forms of instruction and credit hours:

- 2 SWS Seminar
- 2 SWS (Hörsaal-)Übung/(lecture hall) exercises

Unterrichtssprache / Language of instruction::

English

Teilnahmevoraussetzungen / Prerequisites for attending:

Not required

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

Not required

Credit Points /Credits:

15 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

WS 2023/2024

Leistungsnachweise/Prüfung / Assessments/Exams:

- Team assignment: Academic paper (80%)
- Team assignment: Presentation of the academic paper (20%)

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module after two week of registration.

Modulverantwortliche(r) / Responsible for the module:

Behavioral International Management

Modulbezeichnung / Module:
Grundzüge der Abgabenordnung und des Erbschafts- und Schenkungsrechts
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erwerben Kenntnisse zu den Grundzügen des Steuerverwaltungsrechtes sowie des Erbschafts- und Schenkungssteuerrechts, - werden befähigt, zu erkennen, ob ein Steuerbescheid bzw. Verwaltungsakt noch änderbar ist und welche Rechtsmittel zur Änderung anzuwenden sind, - sind in der Lage, einen einfachen Erbschafts- oder Schenkungssteuerfall inklusive des Ausfüllens der Steuerformulare zu bearbeiten.
Inhalt / Contents:
<p>Abgabenordnung</p> <ul style="list-style-type: none"> - Verwaltungsakt und die Bekanntgabe - der fehlerhafte Verwaltungsakt - Fristen - Korrekturmöglichkeiten von Verwaltungsakten - Verjährung von Verwaltungsakten - Einführung in das steuerliche Haftungsrecht und in das Einspruchsrecht - Erbschafts- und Schenkungssteuerrecht - zivilrechtliche Grundlagen zur Schenkung, der gesetzlichen Erbfolge und der Testierfreiheit, <p>Steuerklassen, Freibeträge, Veranlagung</p> <ul style="list-style-type: none"> - Bewertung von Immobilien, Unternehmen, sonstigen Vermögensgegenständen und Schulden
Literaturhinweise / References:
<ul style="list-style-type: none"> - Andrascek-Peter, R.; Braun, W.; Friemel, R. (2010): Lehrbuch Abgabenordnung: Mit Finanzgerichtsordnung. 17. Auflage, NWB: Herne. - Horschitz, H.; Gross, W.; Schur, P. (2010): Bewertungsrecht, Erbschaftsteuer, Grundsteuer. 17. Auflage, Schäffer-Poeschel: Stuttgart.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine

Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Empfohlen werden die Inhalte des Moduls - Steuerrecht und Steuerwirkung aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW bzw. äquivalente Kurse.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Leistungsnachweise/Prüfung / Assessments/Exams:
Klausur (60 min) Äquivalent zu 20554: Keine Anrechnung möglich für Studierende, die die entsprechende Bachelor-Veranstaltung bereits belegt und bestanden haben.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Betriebswirtschaftliche Steuerlehre/Business Taxation

Modulbezeichnung / Module:
Steuerplanung, Rechtsform und Finanzierung
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erwerben Kenntnisse über steuerrechtliche Grundlagen, die Messung von Steuerbelastungen und steuerliche Planungsstrategien sowie über den Einfluss der Besteuerung auf die Rechtsformwahl und die Finanzierung - sind in der Lage, Steuern in betrieblichen Entscheidungen zu berücksichtigen, - erfassen die Bedeutung und Vielseitigkeit der Einkünfteverlagerung als einer universellen Strategie der nationalen und internationalen Steuerplanung - verstehen grundlegende Zusammenhänge zwischen Besteuerung und Risiko
Inhalt / Contents:
<ul style="list-style-type: none"> - Grundlagen der Besteuerung von Kapital- und Personengesellschaften - Messung von Steuerbelastungen - Verlagerung von Einkünften - Betriebsaufspaltung und weitere Rechtsformaspekte - Steuern und Finanzierung - Internationale Besteuerung - Versicherungsaspekte der Besteuerung - Steuerliche Verlustnutzung und Tax Risk Management
Literaturhinweise / References:
<ul style="list-style-type: none"> - Schreiber, U. (2017): Besteuerung der Unternehmen: Eine Einführung in Steuerrecht und Steuerwirkung, 4. Aufl., Springer Gabler: Wiesbaden. - Scheffler, W. (2013): Besteuerung von Unternehmen III: Steuerplanung, 2. Aufl., Müller Verlag: Hüthig Jehle Rehm.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 1 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::

Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Empfohlen wird die Inhalte des folgenden Moduls aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW: - Steuerrecht und Steuerwirkung Hilfreich sind zudem Vorkenntnisse der Module - Steuerbilanz und Rechtsform, - International Tax Planning - aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
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.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Betriebswirtschaftliche Steuerlehre/Business Taxation

Modulbezeichnung / Module:
Seminar: Case Studies of AI implementation
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - FINEC: 2nd semester - IMME: 2. Semester/2nd semester - ORBA (SPO ab 2019): 2. Semester/2nd semester - ORBA (SPO ab 2022): 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>In this seminar, students will:</p> <ul style="list-style-type: none"> *Gain knowledge of state-of-the-art ways of implementing AI-based Decision Support Systems *Learn to tackle real-world problems such as data transformation and data gathering *Face challenges in contact with the project lead that comes from a real-world company *Learn to communicate and work in a team (soft skill) *Extend their analytical thinking abilities (soft skill) *Learn to present their work to non-professional superiors in a compelling way (soft skills)
Inhalt / Contents:
The module offers participants a way to connect with practice and use their knowledge from AlbDS I and II in a real-world implementation project. The project will feature an analytical problem that should be solved. The special thing about this seminar: The problem is real, and it is introduced by real people working at a real company. These people will also evaluate your system in the end.
Literaturhinweise / References:
Depends on the problem at hand and will be given out (if necessary) within the Kick-Off.
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 4 SWS Seminar
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
<p>Students need to have passed the following exams:</p> <p>AI-based Decision Support I (22971)</p>

AI-based Decision Support II (23102)
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
*Must-Have: AI-based Decision Support I (22971) and AI-based Decision Support II (23102) *Statistics, *Problem-solving Skills *Communication and team working skills
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 122 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
*Written documentation of the solution (max. 20 pages, excluding references and appendix). *A prototype solution that actually runs and can be demonstrated. *An oral presentation of the work that has been done.
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Data-Driven Decision Support

Modulbezeichnung / Module:
Advanced Computational Transportation
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Logistics & Operations Management (WPF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Supply Chain Management (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Operations Research (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge on complex computational problems in logistics and transportation. - gain insight into fundamental concepts of exact and heuristic solution approaches for optimization problems in logistics and transportation. - can model and solve classical optimization problems in logistics and transportation. - are enabled to apply the presented methods to the introduced problems and to adapt those concepts to related problems. - gain insights into different solution frameworks (esp. metaheuristics) to solve these problems. - are able to use metaheuristics. - can assess advantages and disadvantages of metaheuristics with regard to solution quality and computational run time.
Inhalt / Contents:
<ul style="list-style-type: none"> - Overview of state-of-the-art computational problems in logistics and transportation - Fundamentals of linear optimization and mathematical modelling - Basic and advanced exact solution approaches for selected planning problems. - Metaheuristics solution frameworks (e.g., evolutionary algorithms, genetic algorithms, simulated annealing) - Advanced knowledge of specific algorithms (e.g., local search, tabu search, variable neighborhood search) - Application of metaheuristics to recent business problems in transportation and logistics or related areas
Literaturhinweise / References:
<ul style="list-style-type: none"> - Frederick Hillier and Gerald Lieberman. (2021). Introduction to Operations Research. 11th Edition. McGraw-Hill Education. - El-Ghazali Talbi (2009). Metaheuristics – From design to implementation. Hoboken N.J. John Wiley & Sons.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises

Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Knowledge of basic Operations Research is recommended.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Management Science

Modulbezeichnung / Module:
Wissenschaftliches Projekt: Qualitätsmanagement in und für Wirtschaftsprüfungsgesellschaften
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 3. Semester/3rd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erwerben Kenntnisse zu Forschung und Praxis im Bereich der Wirtschaftsprüfung durch Analyse von Qualitätsmanagementsystemen und geltenden Rechtsvorschriften, - entwickeln die Fähigkeit, Fragestellungen in eigenverantwortlicher und selbständiger Arbeit problem- und zielorientiert zu betrachten und zu bearbeiten, - wenden die im Studium erlernten Analyse- und Forschungsmethoden an und vertiefen diese in einem eigenverantwortlich durchgeführten Projekt unter Betreuung, - sind in der Lage, gruppeninterne Konflikte durch arbeitsteilige Vorgehensweisen zu lösen und erweitern ihre Teamfähigkeit.
Inhalt / Contents:
<p>? Grundlagen des Qualitätsmanagements und deren Anwendung in Wirtschaftsprüfungsgesellschaften</p> <p>? Überblick über Akteure und Prozesse des Qualitätsmanagements in und für WP-Gesellschaften</p> <ul style="list-style-type: none"> - Bezug zur Praxis durch Praktiker*innen-Workshop(s) und/oder Vorträge - Lesen und Diskutieren empirischer und modelltheoretischer Literatur - Herausarbeitung interessanter offener Forschungsfragen - Aufbau und Organisation eines Forschungsprojekts unter Verwendung unterschiedlicher Forschungsmethoden - Präsentation und Diskussion der Themen und Arbeiten - Wissenschaftliche Arbeit schreiben und präsentieren/verteidigen
Literaturhinweise / References:
<p>Wissenschaftliche Grundlagenliteratur, projektabhängige Literatur</p> <ul style="list-style-type: none"> - Wagenhofer, Alfred & Ewert, Ralf (2015): Externe Unternehmensrechnung, 3. Aufl., Springer: Berlin, Kapitel 10, 11, 12. - Kinney, William R. (2017): Planning for research success by answering three (universal) questions in: Theresa Libby & Linda Thorne (Hrsg.): The Routledge Companion to Behavioural Accounting Research, 2020, Routledge: London & New York. - Marten, Kai-Uwe; Quick, Reiner; Ruhnke, Klaus (2020): Wirtschaftsprüfung - Grundlagen des betriebswirtschaftlichen Prüfungswesens nach nationalen und internationalen Normen, 6., überarbeitete Aufl., Stuttgart: Schäffer-Poeschel. <p>Weiterhin werden im Seminar aktuelle wissenschaftliche Aufsätze aus Fachzeitschriften (z. B. The Accounting Review, Journal of Accounting Research) gelesen.</p>
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Wissenschaftliches Projekt/Scientific Project

Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Seminar - 2 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
Keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Empfohlen werden die Inhalte der Module - Academic Skills und - Veranstaltungen im Bereich Accounting, u.a. Theorie der Wirtschaftsprüfung, Theorie der Rechnungslegung aus dem Masterprogramm „Betriebswirtschaftslehre“ der FWW.
Credit Points /Credits:
15 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
WS 2023/2024
Leistungsnachweise/Prüfung / Assessments/Exams:
Datenerhebung/-sammlung und -aufbereitung, Seminararbeit (ggf. Gruppenarbeit), Präsentation(en), Diskussion, aktive Teilnahme an Seminar- und ggf. Workshop bzw. Vortragstermin(en)
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Unternehmensrechnung/Accounting

Modulbezeichnung / Module:
Seminar: Fintechs and Digitalization of Banking
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Entrepreneurship (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - BWL: 3. Semester/3rd semester - EPA: 3. Semester/3rd semester - FINEC: 3rd semester - IMME: 2. Semester/2nd semester - IMME: 3. Semester/3rd semester - ORBA (SPO ab 2022): 2. Semester/2nd semester - ORBA (SPO ab 2022): 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge of ongoing technological changes in financial services especially banking-like services - explore the economic and financial consequences of Fintechs and Digitalization of Banks - develop the ability to present, discuss and write a seminar paper in this field
Inhalt / Contents:
<ul style="list-style-type: none"> - Introduction to Fintechs, digitalization of banking, and related new regulations - Digital financing and alternative financing - Banks going digital - Digital currencies and the cashless world - Related research methodology
Literaturhinweise / References:
<ul style="list-style-type: none"> - Research papers in Fintechs and Digitalization of Banking - List of research papers and other references will be provided
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 3 SWS Seminar
Unterrichtssprache / Language of instruction:
English
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following module are recommended

- Basic knowledge about Banking, Economics or Finance - Master level econometrics
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 258 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
in unregelmäßigen Abständen/at irregular intervals
Leistungsnachweise/Prüfung / Assessments/Exams:
Written Seminar paper 50%, oral presentation 35% and discuss 15%
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module after two week of registration.
Modulverantwortliche(r) / Responsible for the module:
Financial Economics (Jun.-Prof. Li)

Modulbezeichnung / Module:
Foundations for Finance
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Module (PF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: Compulsory 1st semester - IMME: 1. - 3. Semester/1st - 3rd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2019): 1. oder 3. Semester/1st or 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge about valuation models in finance - have the ability to make simple portfolio decisions - develop an understanding for firms' major financial decisions
Inhalt / Contents:
<ul style="list-style-type: none"> - Overview of corporate governance - Asset valuation - Risk and return - Portfolio theory - Project valuation - Role of capital structure - Derivative instruments and risk management
Literaturhinweise / References:
<ul style="list-style-type: none"> - Brealey, R.; Myers, S.; Allen, F., Principles of Corporate Finance, 12th Edition, McGraw-Hill Higher Education: Boston, MA. - Further articles will be conveyed during the lecture.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture

- (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Basic concepts in financial mathematics, probability, and statistics.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
42 Präsenzstunden/hours attendance time & 108 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Online written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Financial Economics (Jun.-Prof. Li)

Modulbezeichnung / Module:
Scientific Project in FinTech and Blockchain Innovations
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 3. Semester/3rd semester - FINEC: 3rd semester - ORBA (SPO ab 2019): 3. Semester/3rd semester - ORBA (SPO ab 2022): 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<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"> • get knowledge how to build financial models, • experience how to implement the models in programming languages e.g. Python, Matlab, • learn how to practically apply financial modeling tools to a concrete real world problem, • acquire knowledge how to create virtual and/or physical prototypes to test and visualize their ideas, • gain insights in the young and innovative field of FinTech and Blockchain.
Inhalt / Contents:
<ul style="list-style-type: none"> • The project seminar is oriented towards current developments in the fields of FinTech and Blockchain innovations.
Literaturhinweise / References:
<ul style="list-style-type: none"> • Huu Tue Huynh, Van Son Lai and Issouf Soumaré (2012): Stochastic Simulation and Applications in Finance with MATLAB® Programs. Wiley • Melanie Swan (2015): Blockchain Blueprint for a New Economy. O'Reilly • Ernest P. Chan (2017): Machine Trading: Deploying Computer Algorithms to Conquer the Markets. Wiley • Yves Hilpisch (2014): Python for Finance. O'Reilly
Lehrform(en) / Form(s) of instruction:
- Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
- 4 SWS Wissenschaftliches Projekt/Scientific Project
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
<p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> • Financial Engineering • Engineering Economics

• Seminar: Computational Finance & Financial Management
Credit Points /Credits:
15 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 422 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
• Scientific Project Report, Presentation, Prototype (virtual and/or physical), and, if applicable, program code
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
Innovations- und Finanzmanagement/Financial Management and Innovation Finance

Modulbezeichnung / Module:
Advanced Game Theory
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Financial Economics FINEC: Compulsory Elective Module in Specialization - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<ul style="list-style-type: none"> - acquire knowledge of further game theoretic concepts, that build upon bachelor courses - have the ability to apply game theory to economically relevant situations (such as bargaining) - develop the ability to apply game theoretic reasoning to everyday situations - gain insights in the potential to apply game theory in economic research
Inhalt / Contents:
<p>Non-cooperative bargaining Cooperative bargaining Mechanism design Information asymmetries Signaling games</p>
Literaturhinweise / References:
<p>Watson, J. "Strategy (2013) – An introduction to game theory", Norton Rasmusen, E. (2007) - "Games and Information", Blackwell</p>
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Successful completion of a bachelor level module on Game Theory is strongly recommended.
Credit Points /Credits:
5 CP

Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written exam (60 min.) in presence at the OvGU.
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Wirtschaftspolitik/Economic Policy

Modulbezeichnung / Module:
Scientific Project in E-Business
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - International Management, Marketing, Entrepreneurship IMME: Marketing (Compulsory Elective Module)
Studiensemester / Semester:
- BWL: 3. Semester/3rd semester - IMME: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students <ul style="list-style-type: none"> • gain proficiency in designing, conducting, and evaluating research. • acquire knowledge on research methods and topical issues in research. • obtain skills in modeling and analyzing economic issues. • learn to productively work in a group and coordinate with peers.
Inhalt / Contents:
<ul style="list-style-type: none"> • Projects consist of theoretical, empirical or experimental research that is carried out in a project group that consists of at least one student and one researcher from the chair. Additionally, the project may involve researchers from other groups at the OVGU, at other research institutions, or in private enterprises. • Research questions and research methods are discussed in the project group meeting. Various topics in the areas of marketing and market research, market design, behavioral 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.
Literaturhinweise / References:
- Mooi, Erik, Sarstedt, Marko, and Mooi-Reci, Irma (2018): Market research: the process, data, and methods using Stata. Springer Textbooks. Daniel Friedman and Shayam Sunder (2010): Experimental Methods: A Primer for Economists. Cambridge University Press. Lehrform(en) / Form(s) of instruction:
Lehrform(en) / Form(s) of instruction:
- Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Wissenschaftliches Projekt/Scientific Project - 2 SWS Übung in Kleingruppen/exercises in small groups
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following module are recommended <ul style="list-style-type: none"> - Microeconomics - Basics in game theory
Credit Points /Credits:
15 CP

Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
WS 2023/2024
Leistungsnachweise/Prüfung / Assessments/Exams:
Seminar paper and oral presentation
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.
Modulverantwortliche(r) / Responsible for the module:
E-Business

Modulbezeichnung / Module:
Wissenschaftliches Projekt zur Verhaltensökonomie
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF)
Studiensemester / Semester:
- BWL: 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erlernen das selbständige Erarbeiten von Themen aus dem Bereich der empirischen und experimentellen Forschung im Bereich der Nutzen- und Interaktions-modellierung, - vertiefen die Kenntnisse im Bereich der statistischen Analyse und wenden diese an, - festigen erlernte und erwerben weitere Techniken des empirischen Arbeitens, - sind in der Lage eine wissenschaftliche Arbeit zu erstellen und zu präsentieren, - erwerben die Fähigkeit, sich wissenschaftlich mit den Arbeitsergebnissen anderer auseinanderzusetzen
Inhalt / Contents:
- Die Themen orientieren sich an den aktuellen Entwicklungen bzw. Forschungsschwerpunkten der Verhaltensökonomie.
Literaturhinweise / References:
<ul style="list-style-type: none"> - Literaturhinweise werden in Anpassung an die jeweilige Themenstellung des Seminars bzw. Projekts gegeben. - Je nach Themenstellung stellt die Literaturrecherche eine Teilleistung des Seminars bzw. Projekts dar.
Lehrform(en) / Form(s) of instruction:
- Wissenschaftliches Projekt/Scientific Project
Lehrformen und SWS / Forms of instruction and credit hours:
- 4 SWS Wissenschaftliches Projekt/Scientific Project
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
-keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
<p>Empfohlen werden die Inhalte der Module</p> <ul style="list-style-type: none"> - Entscheidungstheorie - Explorative Datenanalyse und Wahrscheinlichkeit <p>aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.</p>
Credit Points /Credits:
15 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 394 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:

in unregelmäßigen Abständen/at irregular intervals

Leistungsnachweise/Prüfung / Assessments/Exams:

Anfertigung einer Seminararbeit ergänzt durch Referate / 15 CP

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module after two week of registration.

Modulverantwortliche(r) / Responsible for the module:

Empirische Wirtschaftsforschung/Empirical Economics Research

Modulbezeichnung / Module:
Seminar zur Empirischen Wirtschaftsforschung
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Accounting & Taxation (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Marketing & E-Business (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - EPA: 1. - 3. Semester/1st - 3rd semester - IMME: 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>Die Studierenden</p> <ul style="list-style-type: none"> - erwerben Kenntnisse auf ausgewählten Gebieten der empirischen Wirtschaftsforschung - erwerben die Fähigkeit, sich mit Themen der empirischen und experimentellen Wirtschaftsforschung wissenschaftlich auseinanderzusetzen - sind in der Lage, wissenschaftliche Arbeiten im Team zu erstellen und zu präsentieren - vertiefen bestehende und erwerben neue Kenntnisse zu Methoden der Datenerhebung, statistischen Datenanalyse und Dateninterpretation - erwerben die Fähigkeit, sich wissenschaftlich mit den Arbeitsergebnissen anderer auseinanderzusetzen
Inhalt / Contents:
<ul style="list-style-type: none"> - Die Themen orientieren sich an den aktuellen Entwicklungen bzw. Forschungsschwerpunkten der empirischen Wirtschaftsforschung. - Finden von Hypothesen und wissenschaftlicher Literatur - Experimentdesign und Datenerhebung - Datenauswertung - Wissenschaftliches Schreiben und Präsentieren
Literaturhinweise / References:
<p>Literaturhinweise erfolgen nach Absprache mit dem Seminarleiter, angepasst an die jeweilige Themenstellung</p> <ul style="list-style-type: none"> - Die eigenständige Recherche wissenschaftlicher Literatur stellt eine Teilleistung des Seminars dar
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 4 SWS Seminar
Unterrichtssprache / Language of instruction::
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:

- keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
Entscheidungstheorie, Wahrscheinlichkeit und Risiko, - Explorative Datenanalyse aus dem Bachelorprogramm „Betriebswirtschaftslehre“ der FWW.
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 244 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Sommersemester/Every summer semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Anfertigung einer Seminararbeit ergänzt durch Ko-Referate, Präsentation.
Anmerkung / Note:
Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module after two week of registration.
Modulverantwortliche(r) / Responsible for the module:
Empirische Wirtschaftsforschung/Empirical Economics Research

Modulbezeichnung / Module:
Microeconomic Tools for Labor Market Research and Policy Evaluation
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Economics (WPF) - Economic Policy Analysis EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: Wahlmodul/Elective Module
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - BWL: 3. Semester/3rd semester - EPA: 2. Semester/2nd semester - EPA: 3. Semester/3rd semester - FINEC: 2nd semester - FINEC: 3rd semester - IMME: 2. Semester/2nd semester - IMME: 3. Semester/3rd semester - ORBA (SPO ab 2019): 2. Semester/2nd semester - ORBA (SPO ab 2019): 3. Semester/3rd semester - ORBA (SPO ab 2022): 2. Semester/2nd semester - ORBA (SPO ab 2022): 3. Semester/3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - acquire knowledge of advanced problems of empirical labor economics and related fields independently. - learn techniques to derive causal statements from observational data. - develop the ability to critically discuss scientific papers. - acquire presentation skills. - develop the ability to independently write a seminar paper.
Inhalt / Contents:
<ul style="list-style-type: none"> - Causal Inference - Human Capital and Education - Learning Production and the Class Size Debate - Wage Discrimination - Wage Inequality - Job Displacement - Economics of Workplace Democracy
Literaturhinweise / References:
<ul style="list-style-type: none"> - Angrist and Pischke, 2008, Mostly Harmless Econometrics, Princeton University Press - Cameron and Trivedi, 2005, Microeconometrics, Cambridge University Press
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture

Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Vorlesung/Lecture
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following modules are recommended: - Econometrics - Knowledge of statistics and econometrics at bachelor level is strongly recommended
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 122 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
WS 2023/2024
Leistungsnachweise/Prüfung / Assessments/Exams:
Seminar paper and oral presentation
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Wirtschaftswissenschaft: Produktivität und Innovationen/Economics: Productivity and Innovations

Modulbezeichnung / Module:
Downside Risk
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Wahlmodul - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Specialization (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: 3rd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - obtain a comprehensive theory-based knowledge of downside-oriented portfolio management, - are familiar with statistical software (e.g. Excel, Stata) and, thus, - are able to conduct empirical analysis in the field of downside risk.
Inhalt / Contents:
<ul style="list-style-type: none"> - Stochastic Dominance, - Downside-risk Criteria, Lower Partial Moments - Value at Risk and Conditional Value at Risk - Downside-oriented Asset Pricing and Performance Measurement
Literaturhinweise / References:
<ul style="list-style-type: none"> - Bawa, V.S.; Lindenberg, E.B. (1977): Capital Market Equilibrium in a Mean-Lower Partial Moment Framework, Journal of Financial Economics, Vol. 5, pp. 189-200. - Jorion, P. (2007): Value at Risk: The New Benchmark for Managing Financial Risk, 3rd ed., New York: McGraw-Hill. - Reichling, P.; Schulze, G. (2017): Downside-orientiertes Portfoliomanagement, Wiesbaden: Springer.
Lehrform(en) / Form(s) of instruction:
<ul style="list-style-type: none"> - Vorlesung/Lecture - (Hörsaal-)Übung/(lecture hall) exercises
Lehrformen und SWS / Forms of instruction and credit hours:
<ul style="list-style-type: none"> - 2 SWS Vorlesung/Lecture - 2 SWS (Hörsaal-)Übung/(lecture hall) exercises
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none

Empfehlungen für die Teilnahme /Previous knowledge recommendations:
The contents of the following module are recommended - Financial Management of the Bachelor Program “International Business and Economics” of the FWW or - Portfoliomanagement of the Bachelor Program “Betriebswirtschaftslehre” of the FWW.
Credit Points /Credits:
5 CP
Arbeitsaufwand / Work load:
56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Written final exam (60 min)
Anmerkung / Note:
Modulverantwortliche(r) / Responsible for the module:
Finanzierung und Banken/Banking and Finance

Modulbezeichnung / Module:
Seminar: Economics of Incentives
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Betriebswirtschaftslehre/Business Economics BWL-Vert: Management & Entrepreneurship (WPF) - Financial Economics FINEC: Compulsory Elective Module in Specialization - International Management, Marketing, Entrepreneurship IMME: International Management (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - BWL: 2. Semester/2nd semester - FINEC: 2nd semester - IMME: 2. Semester/2nd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - learn how to identify and describe problems and challenges for theoretical reasoning, - get to know academic research methods and sources of information, - acquire the ability to write academic papers and to present their results, - develop an ability to participate in academic discussions, - apply economic models to analyze and compare incentive setting in multinational firms, - explain strategic management behavior in (international) firms.
Inhalt / Contents:
<p>During the first seminar session, guidelines to academic paper writing will be introduced.</p> <ul style="list-style-type: none"> - Supervised by a professor, the student will write a seminar paper on the economic analysis of business problems. - The paper has to be presented and discussed with the other students in the seminar.
Literaturhinweise / References:
- Course-dependent
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Seminar
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
None
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
- Successful completion of courses in Microeconomics.
Credit Points /Credits:
10 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 272 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Wintersemester/Every winter semester
Leistungsnachweise/Prüfung / Assessments/Exams:

Seminar paper, discussion and presentation

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung zwei Wochen nach erfolgter Anmeldung nicht mehr möglich./Two weeks after registration a withdrawal from the seminar registration is no longer possible for this module.

Modulverantwortliche(r) / Responsible for the module:

Business Economics

Modulbezeichnung / Module:
Master-Thesis with Research Seminar
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
Studiensemester / Semester:
- IMME: 4. Semester/4th semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
The students - develop the ability to find and define a research project, - gain insight in the planning and realization of an own research project, - acquire the ability to write and present a research paper, - acquire the ability to academically discuss other students' research
Inhalt / Contents:
In the course of this seminar, the students - define and realize a research project, - present the (preliminary) results of their research and - write their Master's Thesis. The thesis project may have a scientific or an applied research focus. Cooperation with firms or other organizations is possible. The module is organized as a research colloquium, where students have to present first results of their projects and discuss open questions.
Literaturhinweise / References:
none
Lehrform(en) / Form(s) of instruction:
- Seminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Seminar
Unterrichtssprache / Language of instruction::
English
Teilnahmevoraussetzungen / Prerequisites for attending:
none
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
none
Credit Points /Credits:
30 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 842 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Leistungsnachweise/Prüfung / Assessments/Exams:
Master-Thesis, Presentation The time between the issue of the topic and submission of the Master thesis is five months (including four weeks reading time).
Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Studiengangsbeauftragte(r) sowie die jeweils das Modul anbietenden Professuren/Course
Coordinator, Professorship which offers the module

Modulbezeichnung / Module:
Ringvorlesung - Next Generation EU-Research Series: New Insights into the Polity, Politics and Policies of the European Union
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
- Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF)
Studiensemester / Semester:
- EPA: 1. - 3. Semester/1st - 3rd semester
Inhalt / Contents:
The Jean Monnet Chair on Interactive Multi-level Democracy in Europe (IMUDE) at the Otto-von-Guericke University proposes a new format to engage with upcoming research in EU studies. The lecture series Next Generation EU-Research Series: New Insights into the Polity, Politics and Policies of the European Union thus aims to share innovative, current research in European studies. The lecture series is to offer a platform to present current work and connect with peers – and to offer these insights to a wider audience.
Für mehr Modulbeschreibung siehe / For module description see:
PM 8: Internationale Beziehungen und Weltgesellschaft
https://www.bekanntmachungen.ovgu.de/media/Modulhandb%C3%BCcher/Bachelor+_Studieng%C3%A4nge/Sozialwissenschaften/Modulhandbuch+vom+M%C3%A4rz++2018+%28ab+SPO+2016%29.pdf
Unterrichtssprache / Language of instruction:
Englisch
Credit Points /Credits:
5 CP
Leistungsnachweise/Prüfung / Assessments/Exams:
The exam will take place on January 29th at 3 p.m. (15:00). The maximum allotted time for the exam is 90 minutes.
The exam will be held in a university computer room, which is equipped with 70 computer workstations.
Modulverantwortliche(r) / Responsible for the module:
Fakultät für Humanwissenschaften/Faculty of Humanities (FHW)

Modulbezeichnung / Module:

Machine Learning

Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:

- Operations Research and Business Analytics (SPO ab 2019) | ORBA Compulsory Elective: Methods of Computer Science (WPF)
- Operations Research and Business Analytics (SPO ab 2022) | ORBA Compulsory Elective: Business Analytics (WPF)

Studiensemester / Semester:

- ORBA (SPO ab 2019): 1st or 2nd semester
- ORBA (SPO ab 2022): 1. Semester/1st semester

Arbeitsaufwand / Work load and Credit Points /Credits:

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

Modulverantwortliche(r) / Responsible for the module:

Faculty of Computer Science

For module description see:

<https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html>

Modulbezeichnung / Module:

Introduction to Computer Science for Engineers

Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:

- Operations Research and Business Analytics (SPO ab 2019) | ORBA Compulsory Elective: Methods of Computer Science (WPF)
- Operations Research and Business Analytics (SPO ab 2022) | ORBA: Specialization/ Compulsory Elective (WPF)

Studiensemester / Semester:

- ORBA (SPO ab 2019): 1. Semester/1st semester
- ORBA (SPO ab 2022): 1. oder 3. Semester/1st or 3rd semester

Arbeitsaufwand / Work load and Credit Points /Credits::

56 hours attendance time and 244 learning hours incl. exam(s) [if applicable, missing knowledge from the Bachelor Program is to be acquired independently] /10 CP

Note:

Equivalent to "Introduction to Computer Science for ORBA" - It is not possible to attend both modules.

Responsible for the Module:

Professorship of Simulation (FIN)- Institut für Technische und Betriebliche Informationssysteme (ITI)

For module description see:

<https://www.fin.ovgu.de/Studium/W%C3%A4hrend+des+Studiums/Pr%C3%BCfungsamt/Studiendokumente/Modulkatalog.html>

Modulbezeichnung / Module:
Financial Engineering (Wiederholungsprüfung/Retake of Module)
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
<ul style="list-style-type: none"> - Financial Economics FINEC: Compulsory Module (PF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Operations Research and Business Analytics ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics ORBA: Wahlmodul/Elective Module - Betriebswirtschaftslehre/Business Economics BWL-Vert: Finance (WPF) - Economic Policy Analysis EPA: WPF im Ergänzungsbereich/ Compulsory Elective Module in Supplements (WPF) - Financial Economics FINEC: Compulsory Module (PF) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Financial Engineering (Compulsory Elective Module) - Operations Research and Business Analytics (SPO ab 2019) ORBA: Wahlmodul/Elective Module - Operations Research and Business Analytics (SPO ab 2022) ORBA: Operations Research (Compulsory Elective Module)
Studiensemester / Semester:
<ul style="list-style-type: none"> - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - BWL: 1. - 3. Semester/1st - 3rd semester - EPA: 1. - 3. Semester/1st - 3rd semester - FINEC: Compulsory 2nd semester - ORBA (SPO ab 2019): 1. oder 2. Semester/1st or 2nd semester - ORBA (SPO ab 2022): 1. - 3. Semester/1st - 3rd semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
<p>The students</p> <ul style="list-style-type: none"> - become acquainted with the most relevant concepts for the modelling of derivatives (financial options and real options), - develop an adequate understanding of the methods for deriving the price of options, - gain insights in computer algebra systems during the teaching unit, - are able to choose feasible analytical numerical algorithms and to apply them on problems of Corporate Finance in the end of the teaching unit, - acquire team and communicative competence through group projects
Inhalt / Contents:
<ul style="list-style-type: none"> - Instruments of risk management (Corporate Finance) - Computer algebra systems - Complex financial strategies - Evaluation of derivatives (time continuous/discrete modeling) - Evaluation and modeling of basic and multi-period real option
Literaturhinweise / References:
<ul style="list-style-type: none"> - Cuthbertson, K., Nitzsche, D.: Financial Engineering: Derivatives and Risk Management, John Wiley & Sons - Trigeorgis, L.: Real Options: Managerial Flexibility and Strategy in Resource Allocation, MIT Press. - Hull, J.C.: Options, Futures and other Derivatives, Pearson Education - (current editions) - Complementary lecture materials, exercise materials
Lehrform(en) / Form(s) of instruction:

- Vorlesung/Lecture
- (Hörsaal-)Übung/(lecture hall) exercises

Lehrformen und SWS / Forms of instruction and credit hours:

- 2 SWS Vorlesung/Lecture
- 2 SWS (Hörsaal-)Übung/(lecture hall) exercises

Unterrichtssprache / Language of instruction::

English

Teilnahmevoraussetzungen / Prerequisites for attending:

- none

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

The contents of the following module are recommended
- "Investition und Finanzierung" or equivalent courses

Credit Points /Credits:

5 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl.
Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency: Jedes

Sommersemester/Every summer semester

Leistungsnachweise/Prüfung / Assessments/Exams:

Student project and written final exam (60 min)

Anmerkung / Note:

Für dieses Modul ist ein Widerruf der Prüfungsanmeldung nicht möglich./A withdrawal of the exam registration is not possible for this module.

Modulverantwortliche(r) / Responsible for the module:

Innovations- und Finanzmanagement/Financial Management and Innovation Finance

Modulbezeichnung / Module:
Master-Thesis mit Kolloquium
Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:
Abschlussseminar
Studiensemester / Semester:
- BWL: 4. Semester/4th semester
Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:
Die Studierenden - entwickeln ein Verständnis für die Problematik der Findung und Formulierung einer Forschungsfrage, - erhalten einen Einblick in die Planung und Durchführung eines eigenen Forschungsvorhabens, welches an die Inhalte des Studiengangs anknüpft, - erwerben die Fähigkeit, eine wissenschaftliche Arbeit zu erstellen und zu verteidigen, - sind in der Lage, sich mit den Arbeitsergebnissen anderer Teilnehmenden des Kolloquiums auseinanderzusetzen.
Inhalt / Contents:
Alle Studierenden, die im betreffenden Semester eine Master-Thesis in dem entsprechenden Schwerpunkt erstellen, nehmen an dem Kurs teil. Im Rahmen des Kurses werden - Forschungsfragen definiert, - Zwischenergebnisse und Ergebnisse präsentiert und diskutiert, - die Erstellung der Master Thesis begleitet. Dabei wird ein breites Spektrum von Einzelaspekten des gewählten Schwerpunktes inhaltlich wiederholt und vertieft. Die Thesis kann anwendungsorientiert, z. B. in Kooperation mit Unternehmen oder Organisationen, gestaltet werden und somit auch der konkreteren Positionierung auf dem außeruniversitären Arbeitsmarkt dienen. 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.
Literaturhinweise / References:
- nach Absprache mit dem jeweiligen Betreuer
Lehrform(en) / Form(s) of instruction:
Abschlussseminar
Lehrformen und SWS / Forms of instruction and credit hours:
- 2 SWS Seminar
Unterrichtssprache / Language of instruction:
Deutsch
Teilnahmevoraussetzungen / Prerequisites for attending:
keine
Empfehlungen für die Teilnahme /Previous knowledge recommendations:
keine
Credit Points /Credits:
30 CP
Arbeitsaufwand / Work load:
28 Präsenzstunden/hours attendance time & 842 Stunden Selbststudium inkl. Prüfungsleistung/learning hours incl. exam(s)
Häufigkeit des Lehrangebots / Frequency:
Jedes Semester/Every semester
Leistungsnachweise/Prüfung / Assessments/Exams:
Erstellung der Master-Thesis; Teilnahme am Kolloquium (Die Zeit von der Ausgabe des Themas bis zur Abgabe der Masterarbeit beträgt einschließlich einer vierwöchigen Einlesezeit 5 Monate.)
Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Studiengangsbeauftragte(r) sowie die jeweils das Modul anbietenden Professuren/Course
Coordinator, Professorship which offers the module

Modulbezeichnung / Module:

Financial Stability and Banking Regulation

Verwendbarkeit & Zuordnung des Moduls / Applicability & assignment of the module:

- Betriebswirtschaftslehre/Business Economics | BWL-Vert: Finance (WPF)
- Betriebswirtschaftslehre/Business Economics | BWL-Vert: Economics (WPF)
- Economic Policy Analysis | EPA: WPF im Vertiefungsbereich/ Compulsory Elective Module in Specialization (WPF)
- Financial Economics | FINEC: Compulsory Elective Module in Specialization

Studiensemester / Semester:

- BWL: 1. - 3. Semester/1st - 3rd semester
- EPA: 1. - 3. Semester/1st - 3rd semester
- FINEC: 3rd semester

Modulziele und angestrebte Lernergebnisse / Module objectives and intended study results:

The students

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

Inhalt / Contents:

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

Literaturhinweise / References:

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

Lehrform(en) / Form(s) of instruction:

- Vorlesung/Lecture
- (Hörsaal-)Übung/(lecture hall) exercises

Lehrformen und SWS / Forms of instruction and credit hours:

- 2 SWS Vorlesung/Lecture
- 2 SWS (Hörsaal-)Übung/(lecture hall) exercises

Unterrichtssprache / Language of instruction::

English

Teilnahmevoraussetzungen / Prerequisites for attending:

None

Empfehlungen für die Teilnahme /Previous knowledge recommendations:

Sound understanding of banking

Credit Points /Credits:

5 CP

Arbeitsaufwand / Work load:

56 Präsenzstunden/hours attendance time & 94 Stunden Selbststudium inkl.

Prüfungsleistung/learning hours incl. exam(s)

Häufigkeit des Lehrangebots / Frequency:

Jedes Wintersemester/Every winter semester

Leistungsnachweise/Prüfung / Assessments/Exams:

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

Anmerkung / Note:

Modulverantwortliche(r) / Responsible for the module:

Financial Economics (Jun.-Prof. Ludolph)

