

Frankfurt School Exchange Student Information

Overview of Winter Semester 2020/21 BSc Modules

Finance and Banking

Q1 Modules

- Accounting and Capital Markets
- Asset Management
- Environmental Economics and Energy Finance
- Taxation of Multinational Enterprises

Q2 Modules

- Risk Management
- Trading and Sales
- The Future of Banking in a Digitalized World

Managing Organizations

Q1 Modules

- Innovation Management
- Sales Management

Q2 Modules

- Business Strategy
- Consumer Behavior**
- Market Research

Economics

Q1 Modules

- International Trade and Economic Integration

Q2 Modules

- Challenges of the European Union and the Euro area
- Market Economy and Regulatory Framework

Business and Society

Q1 Modules

- Current Topics in Political Philosophy
- Leadership
- Mastering Public Speaking

Q2 Modules

- Agent-based Modelling
- International Organizations and Global Governance
- Spezialmaterien des Unternehmensrechts*

Further Information about the modules:

- The winter semester is structured in two quarters with the following dates:
Q1: 31 August – 24 October 2020
Q2: 26 October – 19 December 2020
The last week of each quarter is the exam week. Courses are either offered in Q1 or in Q2, only the German language courses run for both quarters.
- Within each quarter the modules are usually scheduled in fixed time slots which either run on one day a week over eight hours (8:45 to 16:30h), or on two consecutive days from 17:00 to 20:15h. Classes may take place on Saturdays as well.
- Each module has a module description that includes a description, the requirements, the examinations as well as the text books and further readings. Please note that all information in the provided modules catalogue is from last year and therefore subject to change; only the module descriptions distributed at the start of the semester in your Online Campus are binding.
- Each module offered at FS has 44 hours of in-class teaching and is worth 6 ECTS. The default language of instruction is English. The recommended course load is two modules per quarter and the maximum is three. The maximum course load per semester is five (30 ECTS), which includes the German language course.
- You may change (space provided) or drop courses until after the second session, provided that no assessment has started. You cannot drop out of a class later on; all courses you are registered for will appear on your transcript.
- The optional German classes always take place on Wednesdays.

**Accounting and Capital Markets
[ACC60102_]**

Modulkoordinator		Hombach, Katharina			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Successful participation in first semester accounting module.			
Kurzbeschreibung / Lerninhalte		Accounting is an important source of company-specific financial information publicly available to external stakeholders such as debt and equity investors. The module introduces students to using the information provided in a company's annual report for decision-making in capital markets (i.e., investment decisions). To that end, we will cover topics in financial statements analysis, structured forecasting, and valuation. We will also discuss accounting topics, such as fair value accounting, which are important to understanding the information provided in the financial statements.			

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the concepts, quality and uses of accounting information by capital market participants. In particular, students acquire knowledge about</p> <ul style="list-style-type: none"> • the relevant reporting standards and accounting concepts underlying firms' financial statements (in particular, the concept of accrual accounting); • key financial ratios and the DuPont model to decompose a firm's return on equity; • the workings of the structured forecasting approach; • the anatomy of simple valuation models (with a focus on the residual income model). <p>Skills: On successful completion of this module, students will have the proven ability to apply advanced knowledge of accounting and capital markets by</p> <ul style="list-style-type: none"> • extracting relevant information from firms' financial statements; • analyzing the drivers of firms' profitability; • being able to make adjustment to the as-reported financial statements; • forecasting firms' future financial statements using a structured approach; • using the inputs derived by their structured forecast in valuation models. <p>Competencies: On successful completion of this module, students are capable of independently analyzing financial statements and critically discussing the advantages/disadvantages of distinct accounting concepts from a user's point of view. They can clearly communicate the results of their own financial statement analysis, critically discuss and evaluate the underlying assumptions of their valuation models, and incorporate feedback obtained from others into their forecasts and valuations.</p>
Lernformen, Methodik und Betreuung	Class sessions will combine traditional and interactive lectures with exercises.
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	-
Literaturhinweise	<ul style="list-style-type: none"> • Lundholm/Sloan, Equity Valuation and Analysis with eVal, 3rd edition, 2013. • Petersen/Plenborg, Financial Statement Analysis, 1st edition, 2012. • Picker/Clark/Dunn/Kolitz/Livne/Loftus/Van der Tas, Applying IFRS Standards, 4th edition, 2016 <p>A more detailed reading list will be provided in the course package.</p>

Modulstruktur	The first part provides the conceptual foundations of accrual accounting and explores specific accounting topics. The second part introduces students to financial ratios and profitability analysis. The third part applies the financial ratios in structured forecasting, while the last part covers valuation models. A detailed outline will be provided in the course package.
Verwendbarkeit für andere Module und Programme	The module is part of the thematic area "Managing Organisations", but the learning outcomes are beneficial for the comprehension of banking and finance modules as well.
Letztes Freigabedatum	28.06.2019

Asset Management [FIN60602_]

Modulkoordinator		Stotz, Olaf			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch und Deutsch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Good understanding of finance and statistics			
Kurzbeschreibung / Lerninhalte		<p>Asset management will be discussed from the perspective of capital markets and investors. An asset manager has to combine the goals of an investor and the risk and return properties of capital markets. Students will learn how to optimally combine those three elements – capital market conditions, investor’s goals and the resulting optimal portfolios. Theoretical models and empirical observations help to understand how to trade of capital market conditions and investors goals. During the module students will develop an investment strategy using empirical knowledge of capital market anomalies. At the end of the term students will present the performance of an investment strategy and write a term paper.</p> <p>Main topics:</p> <ul style="list-style-type: none"> • Introduction to theoretical models and empirical observations of capital markets • Estimation approaches of return characteristics (expected return and risk characteristics) • Models to optimally trade of risk and return based on investor goals and capital market conditions • Factor Investing • Behavioral Finance • Development of an investment strategy, back-testing of the investment strategy, performance analysis of the investment strategy, summarized in a term paper 			

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will have a deep understanding about the functioning of capital markets and of how to select security portfolios optimally. Students will get an overview about major concepts, approaches and techniques in asset management and empirical and theoretical capital market research. They can</p> <ul style="list-style-type: none"> • understand and explain major capital market models • optimize a portfolio of securities • understand and analyse an investment strategy. <p>Skills: On successful completion of this module students will have the proven ability to apply theoretical knowledge to practical portfolio management problems. They can</p> <ul style="list-style-type: none"> • analyse empirical asset prices and capital market data • estimate expected returns and risk parameters of securities • identify asset pricing anomalies • develop an investment strategy that potentially outperforms the market. <p>Competence: On successful completion of this module, students are able to transfer their knowledge to typical working situations in the Asset Management industry. They also are able to</p> <ul style="list-style-type: none"> • organize and set up an investment strategy in a team of asset managers • transfer theoretical and empirical concepts of capital market analysis and asset pricing into practical asset management approaches • judge the quality of capital market data and the quality of an investment strategy.
Lernformen, Methodik und Betreuung	Lecture, discussion, presentation, case studies, scientific papers and term paper. Because of the cooperation with an investment company the module language will be German. However, presentations can also be held in English. In the past year, the investment company (Quoniam Asset Management) has awarded the best performing team with a prize.

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Presentation of an investment strategy (team work, each team should consist of between 4 and 6 students) including a term paper and presentation slides</td> <td>30 min</td> <td>120</td> <td>End of semester</td> </tr> </tbody> </table>				Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation of an investment strategy (team work, each team should consist of between 4 and 6 students) including a term paper and presentation slides	30 min	120	End of semester
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Presentation of an investment strategy (team work, each team should consist of between 4 and 6 students) including a term paper and presentation slides	30 min	120	End of semester									
Literaturhinweise	To be announced.											
Modulstruktur	Lecture, presentation, case studies, scientific papers and term paper											
Verwendbarkeit für andere Module und Programme	Asset Management Master of Science.											
Letztes Freigabedatum	24.05.2019											

**Environmental Economics and Energy
Finance [FIN60122_]**

Modulkoordinator		Moslener, Ulf			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Finance (EN) (FIN40020)			
Kurzbeschreibung / Lerninhalte		<p>This course essentially provides two perspectives towards this issue: First, we discuss why markets alone are fundamentally not able to trigger investment in a way that environmental issues are appropriately taken into account. We then analyse policy instruments that can correct these so-called “market failures” and which are frequently applied by governments.</p> <p>The second part of the course will then take the perspective of an investor who is confronted with policy and regulation and often additional investment subsidies specifically directed towards promoting renewable energy.</p> <p>We discuss characteristics that fundamentally distinguish the power and power infrastructure market from the market for many other assets and look at applied examples of instruments of investment support as well as investment cases. Topics include:</p> <ul style="list-style-type: none"> • Economic fundamentals such as social optimum, public goods, market failure, market based instruments • Primers in (i) climate change & climate policy; (ii) energy markets & energy policy • Financing instruments, role of public finance institutions, project finance examples 			

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of the module, students will be familiar with the key concepts of environmental economics, the rationale for government intervention and regulation (e.g. externalities); i.e. they can</p> <ul style="list-style-type: none"> • explain the main climate policy instruments, basics of energy markets and technologies • summarise the dimensions of the current international climate policy / climate finance debate • outline the major challenges in financing clean energy. <p>Skills: On successful completion of the module, students will have the proven ability to analyse regulatory approaches in the area of climate related regulation in the energy sector, i. e.</p> <ul style="list-style-type: none"> • differentiate between the (societal) economic perspective and the (individual) business perspective • analyze policy instruments that can correct the so-called “market failures” and which are frequently applied by governments • identify applied examples of instruments of investment support as well as investment cases <p>Competencies: On successful completion of the module, students are qualified to. They are able to assess differences across regulatory schemes with respect to both the economic (societal) and financing perspectives. The participants are in a position to draw up scenarios of alternative developments in the international climate policy process for the clean energy investment sector.</p>
Lernformen, Methodik und Betreuung	Teaching will be mainly based on interactive lectures and the discussion of cases.
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	-
Literaturhinweise	Perman, P., Y. Ma, J. McGilvray and M. Common (2003): Natural Resource and Environmental Economics. Addison Wesley, 3rd edition. Kolstad, C.: Environmental Economics, Oxford. On much of the subject there is not yet a well-established body of literature. Additional course material, journal articles, etc. will therefore be provided during the course if appropriate.
Modulstruktur	Energy and Climate Change are high on the agenda of most governments across the world. The structural change of the global energy system is already under way with annual investment in power generation based on renewables at almost the same level as investment in power based on fossil fuels like coal and gas.
Verwendbarkeit für andere Module und Programme	Bachelor Thesis (BSc_BT)
Letztes Freigabedatum	22.08.2019

Taxation of Multinational Enterprises
[FIN60188_]

Modulkoordinator		Busch, Oliver			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		-			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Prerequisites: Successful participation in first semester accounting module.			
Kurzbeschreibung / Lerninhalte		Enterprises operating in various jurisdictions face a plethora of complex tax issues. The module creates awareness about the reasons that can give rise to potential double taxation. International tax law tries to avoid such double taxation. The module highlights the importance and general features of double tax treaties, thereby also introducing the main principles of international taxation regarding inbound and outbound investments. The module also discusses tax planning and typical tax optimization strategies and discusses current and emerging topics in international taxation resulting from the OECD BEPS (Base Erosion and Profit Shifting) Program, including transfer pricing, CFC rules and the taxation of permanent establishments.			

Qualifikationsziele / Lernergebnisse	<p><i>Knowledge:</i> On successful completion of this module, students will be able to</p> <ul style="list-style-type: none"> • identify general issues in international taxation, such as withholding taxes, transfer pricing, and permanent establishments • recognize instances in which double taxation occurs and get to know measures for the avoidance and resolution of double taxation • work with bilateral double tax treaties and the OECD model convention <p><i>Comprehension and Application:</i> On successful completion of this module, students will have the proven ability to</p> <ul style="list-style-type: none"> • understand different core issues of tax accounting • apply the basic principles governing international tax issues • apply domestic and international rules on transfer pricing and the profit attribution to permanent establishments <p><i>Analysis, Synthesis and Evaluation:</i> On successful completion of this module, students will have the proven ability to</p> <ul style="list-style-type: none"> • analyze the tax implications of international business transactions • design (legal) tax optimization strategies <p>evaluate tax planning strategies and associated tax risks</p>
Lernformen, Methodik und Betreuung	The module is taught by professionally qualified tax experts who share their experiences and provide insights into current issues and practice. The module will be as interactive as possible and use different methodological tools to provide an exciting and varied learning experience. In addition to the presentation by the lecturers we will have lively discussions and work on various cases.
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	-
Literaturhinweise	OECD-Model Tax Convention OECD Transfer Pricing Guidelines 2017 Further literature will be provided as necessary.

Modulstruktur	<ul style="list-style-type: none"> I Hot topics in the taxation of corporations in Germany <ul style="list-style-type: none"> 1. Anti-Tax Avoidance Directive (ATAD I + II) of the EU 2. Rules for capping the tax-deductability of interest payments (Zinsschranke, § 8a KStG), licence fees (Lizenzschranke, § 4j EStG), and losses (§§ 10d EStG, 8c, 8d KStG) 3. Limited tax liability and withholding taxes (§§ 43 ff. EStG) 4. Controlled Foreign Corporation (CFC) rules (§§ 7 ff. AStG) 5. Anti hybrid mismatch rules II Introduction into International Tax <ul style="list-style-type: none"> 1. Key developments in International Tax: BEPS (Actions 1-15), Multilateral Instrument (MLI) and Challenges of the Digitalization of the Economy 2. Introduction into the OECD model tax convention (OECD MTC): Treaty entitlement, withholding taxes, interest income and royalties, methods for the elimination of double taxation III Transfer pricing <ul style="list-style-type: none"> 1. Introduction (separate accounting vs. global formula apportionment) and legal foundations (hidden profit distribution, hidden contribution, arm's length-principle), transfer pricing methods, DEMPE (development, enhancement, maintenance, protection and exploitation) functions and intangibles returns, database studies, transfer pricing documentation and country-by-country reporting 2. Dispute resolution (mutual agreement procedures), joint audits and advance pricing agreements (APA) 3. Transfer pricing aspects of financial transactions (loans, cash pooling, guarantees) IV Permanent establishments <ul style="list-style-type: none"> 1. Creation of permanent establishments (Article 5 OECD MTC) 2. Profit attribution to permanent establishment (Article 7 OECD MTC) 3. Special considerations for permanent establishments of banks V Taxation of corporate restructurings and real estate transfer tax VI Conclusion and wrap-up
Verwendbarkeit für andere Module und Programme	Other accounting and finance modules, Bachelor Thesis.
Letztes Freigabedatum	14.06.2019

Risk Management [FIN60142_]

Modulkoordinator		Santoni, Alessandro			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Markets, Incentives and Ethical Management Financial Markets			
Kurzbeschreibung / Lerninhalte		<p>Financial markets are becoming ever more complex. The persistent crisis of the global financial system results in an increased need for experts and leaders to manage financial risks in a professional way. Topics covered will include:</p> <ul style="list-style-type: none"> • Risk management objectives • Bank capital, risk management and regulation • Risk factors and risk mapping • Market Risk • Computing Value-at-Risk • Credit Risk • NPL, Coverage • Liquidity definitions and dimensions • Liquidity Risk in banking supervision • Funding • Leverage and Leverage Ratios • Advanced risk measures • Capital allocation • Fraud and money laundering • Lesson Learnt from past mistakes • Case studies 			

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will have a thorough comprehension of the basic definitions, theories and concepts of risk management, i.e. they can:</p> <ul style="list-style-type: none"> • explain how to manage and hedge trading and banking book exposures, • describe regulatory requirements, • recognize risk management as a means of determining a bank's profitability. <p>Skills: On successful completion of this module, students will have the proven ability to apply risk measurement and risk management concepts for bank management purposes, i.e. they are able to:</p> <ul style="list-style-type: none"> • compute various risk measures, • evaluate the impact of risk on prices for financial products and services, • draw up appropriate bank-wide risk management. <p>Competencies: On successful completion of this module, students appreciate the importance of risk management in a financial institution and are capable of acting at the interface between risk managers and other bank departments.</p>												
Lernformen, Methodik und Betreuung	Mix of short lectures with discussions in class.												
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1216 1378 1476"> <thead> <tr> <th>Type of Examination</th> <th>Duration or Length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Exam</td> <td>120 minutes</td> <td>90</td> <td>End of Semester</td> </tr> <tr> <td>Class Presentation</td> <td>120 minutes</td> <td>30</td> <td>during the course</td> </tr> </tbody> </table>	Type of Examination	Duration or Length	Performance Points	Due date or date of exam	Exam	120 minutes	90	End of Semester	Class Presentation	120 minutes	30	during the course
Type of Examination	Duration or Length	Performance Points	Due date or date of exam										
Exam	120 minutes	90	End of Semester										
Class Presentation	120 minutes	30	during the course										
Literaturhinweise	<p>A list will be provided before the start of the semester.</p> <p>Key reference:</p> <p>https://www.bis.org/basel_framework/index.htm?m=3%7C14%7C697</p> <p>Case studies will be distributed.</p>												
Modulstruktur	In this module students will develop deep understanding of the most important dimensions of risk and learn about advanced concepts how to measure and manage different type of risk.												
Verwendbarkeit für andere Module und Programme	Bachelor Thesis (BSc_BT)All other modules of the thematic area FINANCE & BANKING.												
Letztes Freigabedatum	22.05.2019												

The Future of Banking in a Digitalized World
[FIN60152_]

Modulkoordinator		Fischer, Leonhard H.			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		-			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		-			
Kurzbeschreibung / Lerninhalte		<p>This elective challenges the students to think about the risks and opportunities for the banking industry today and the challenges to its business model. The students shall analyse what have been the key drivers of the banking industry and in which way digitalization proposes to keep it challenged. To achieve this, the elective is structured into three parts:</p> <ul style="list-style-type: none"> - The first part describes where the banking industry has come from and by which forces it has been transformed. We will examine what makes up its business model. - In the second part we will decompose the classic business of a bank into its different value chains, before exploring and discussing the impact that digitalization has and will have on these value chains. - In the third part the students will be divided into groups, each of which will represent the executive leadership team of a bank that will be chosen at the time of the course. The goal is that the teams will use their learnings from modules 1 and 2 in order to analyse the challenges and opportunities of this bank and undertake the task of defining a strategy going forward. Ultimately each group will be asked to present and defend their findings in the simulated environment of a challenging investor and analyst meeting. 			

<p>Qualifikationsziele / Lernergebnisse</p>	<p>Short description of module: This module analyses the intrinsic value proposition of banking and asks the question 'what will be left of it in the age of digitalization?'. Special focus is given to: (i) the impact technology has on the different business models that comprise banking. The challenges stemming from new regulation and the open question of globalization. (ii) an exploration of potential future banking business models. As part of the module, strategies of different incumbent players will be analysed and compared to the entrepreneurial vision of the Fintech startups.</p> <p>Knowledge: On successful completion of the module: - students will have gained an understanding of the value proposition and the value chains of banking ie. they can identify the principle underlying business model of banking - they can explain the different variations of business models ie. investment bank v private bank etc. - they can outline the key drivers of profitability and risk</p> <p>Skills: On successful completion of the module: - students will have the ability to analyze the different challenges of the underlying business model as a result of globalization, digitalization and new forms of regulation ie. they are able to evaluate the potential challenge of digitalization in the underlying value chain of the banking business model - they will be able to assess the new regulatory regime and its impact on profitability - they will be able to analyse the challenges posed to traditional banks from new non-bank competitors</p> <p>Competence: On successful completion of the module: - students will be familiarized with the strategic challenges to the different elements of the banking business model and will evaluate the validity of different strategies - in addition they will be able and be encouraged to look for potential new startup approaches</p>
<p>Lernformen, Methodik und Betreuung</p>	<p>Interactive lectures, case study analysis and group participation.</p>
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<p>-</p>

Literaturhinweise	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. The Economics of Banking - Kent Matthews and John Thompson 2. The Bank That Lived a Little: Barclays in the Age of the Very Free Market - Philip Augar 3. Bank 4.0 - Banking Everywhere, Never at a Bank - Brett King 4. Techs raid on the banks - Economist, 4th May 2019 <p>Optional:</p> <ol style="list-style-type: none"> 1. The Richest Man Who Ever Lived: The Life and Times of Jacob Fugger - Greg Steinmetz 2. Es Waren Einmal Banker: Warum das moderne Finanzsystem Gescheitert ist - Leonhard Fischer (German speakers only)
Modulstruktur	<ol style="list-style-type: none"> 1. What is the value proposition of banks and how is it translated into different business models? 2. Different banking models from investment banking to retail banking 3. The impacts of globalisation, new regulation and non-bank competitors on these business models 4. The technological challenge and what can digitalisation potentially do to the incumbent business models? 5. Strategic alternatives for banking business models to adopt 6. Conclusion
Verwendbarkeit für andere Module und Programme	-
Letztes Freigabedatum	12.07.2019

Trading and Sales [FIN60151_]

Modulkoordinator		Dengler, Heike			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahl			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Finance (EN) (FIN40020)			
Kurzbeschreibung / Lerninhalte		<p>The aim of this module is to prepare students for positions in trading, sales, risk management, asset management and related areas. The module focuses on financial products/markets/strategies and on regulatory issues. The theoretical aspects will be supplemented by talks of participants and leading practitioners and hands-on Bloomberg training.</p> <p>Topics covered include:</p> <ul style="list-style-type: none"> • Balance sheet, capital and leverage, liquidity • Instruments and Markets • Cash markets: Equity, Fixed Income, FX, money markets • securities funding and financing • Derivative markets: options, swaps, CDS • securitized instruments, ABS, CDOs • Commodities and commodity derivatives • Market, liquidity and credit risk management • Asset Management • Hedge funds, hedge fund strategies • Behavioral finance • Basel III, SREP, smart regulation • Introduction to Bloomberg 			

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On completion of this module, students have developed a broad knowledge and understanding of the principles and techniques of trading and sales, i. e. they</p> <ul style="list-style-type: none"> • can understand the main drivers of financial markets • can discuss the characteristics of specific financial markets and instruments • can discuss economic cycles and their impact on financial markets • can implement appropriate trading and investment strategies, • have an overview of the recent developments in risk management and regulation. <p>Skills: On successful completion of this module, students will have the proven ability to</p> <ul style="list-style-type: none"> • explain, price and hedge a variety of financial products, • measure and manage market and credit risks, • efficiently retrieve financial information via the Bloomberg information system. <p>Competence: Students will acquire the competencies necessary to work in a front office or risk management position. More precisely, the aim of this module is to prepare students for positions in</p> <ul style="list-style-type: none"> • trading, • sales, • risk management, • asset management and related areas.
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	-
Literaturhinweise	<ul style="list-style-type: none"> • John C. Hull, Risk Management and Financial Institutions, 5th Edition
Modulstruktur	
Verwendbarkeit für andere Module und Programme	Asset Management (FIN60600) and Bachelor Thesis (BSc_BT)
Letztes Freigabedatum	02.07.2019

Module:		Current Topics in Political Philosophy					
Module Coordinator:		Mark R Reiff					
Last update:		February 2, 2019					
Target Group:		Programme(s):					
		Term:		Spring 2019			
		Compulsory/Elective Module:		Elective			
		Module Duration:		Approximately 7 weeks			
		Credits:		6			
		Frequency:					
		Language:		English			
Workload:		Contact hours:	44	Self Study:	106	Interactive:	
Prerequisites:		None					
Usability in Other Modules/Programmes:		The module will have relevance in any other module/program that focuses on political theory, international relations, law, or political economy.					
Learning Outcomes:		<p>Upon completion of the course:</p> <p>Knowledge: students will gain a deeper understanding of what makes a political theory, party, philosopher, or politician liberal (in the Enlightenment sense rather than the left/right sense) and what makes it illiberal. The fundamental moral presuppositions of the liberal and illiberal way of thinking shall each be identified and discussed, and some insight will be provided for why each group has such difficulty communicating with the other.</p> <p>Skills: Students will be given the tools to evaluate political theories, parties, philosophers and politicians on a liberal/illiberal scale that is as rich and variegated as the left/right scale.</p> <p>Competencies: Student will be able to better understand the political upheaval that is currently underway throughout the supposedly firmly liberal democratic world.</p>					
Module Structure:		Lectures, discussion, and seminars. Thorough preparation of set readings will be required for each session.					
Brief description / Content:		<p>The purpose of this module is to introduce students to the fundamental moral presuppositions of the family of political theories usually collected under the heading "liberalism;" that is, theories on either the left and the right that are thought to have arisen out of the Enlightenment, and to compare and contrast these to the fundamental presuppositions of the family of political theories usually collected under the heading "perfectionism." These latter include theories on both the left and the right, including fascism, populism, ethno-religious nationalism, fundamentalism, traditionalism, universalism, communism, and so on. We will examine the criticisms of liberalism made by adherents of these theories, consider how liberalism might defend itself, and explore how liberalism might argue against perfectionism, whatever its form. Special attention will be paid to the rise of the alt-right throughout what had been considered the irrevocably liberal democratic world.</p>					
Learning and teaching methods:		Lecture and discussion					

Type of Assessment in the Module and Performance Points:	Type of examination	Duration or length	Performance Points	Due date or date of exam
	1 discussion note	1,000 words	50	During term
	1 essay	2,500 words	70	End of term
Literature / course material:	<p><i>The Power of Nightmares</i> (2004), Episodes 1-3, BBC Two, Adam Curtis, producer (https://archive.org/details/ThePowerOfNightmares-Episode1BabyltsColdOutside)</p> <p>Mark R. Reiff, "The Attack on Liberalism," in <i>Philosophy and Law</i>, ed. Michael Freeman and Ross Harrison (Oxford University Press, 2007), pp. 173-191</p> <p>Isaiah Berlin, "Joseph de Maistre and the Origins of Fascism," in <i>The Crooked Timber of Humanity</i> (Princeton: Princeton University Press, 1990), pp. 91-174</p> <p>Niccolò Machiavelli, <i>The Prince</i> (any edititon)</p> <p>Friedrich Nietzsche, <i>On the Genealogy of Morality</i>, (Cambridge University Press, 1994 or any equivalent edition) (only the preface and the first two essays, pp. 3-71, are required)</p> <p>Carl Schmitt, <i>The Concept of the Political</i>, trans. George Schwab (University of Chicago Press, 2007), pp. 19-79 (there is an earlier 1996 edition that will also do)</p> <p>Other reading to be specified on the syllabus provided at the start of class</p>			

Leadership [SOC60208_]

Modulkoordinator		Haas, Hartmut			
Studiengang		Bachelor of Science			
Studienabschnitt		7. Semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		-			

<p>Kurzbeschreibung / Lerninhalte</p>	<p>Management and Leadership are important levers of success in the value chain of organizations. Rapidly changing global markets and digitalization increase complexity for businesses and challenge leaders, leaving them with increased insecurity. In response, theory and practice provide a diverse number of leadership concepts, approaches and discussions that also add to the complexity.</p> <p>The purpose of this course is to give an overview of major leadership fundamentals and significant recent developments. Furthermore, students shall receive guidance in order to reflect about leadership in different contexts, thus being able to properly analyze, evaluate and leadership approaches.</p> <p>The course will cover a basic construct of organizational behavior as a foundation for leadership context. We will also elucidate relevant concepts at individual and group level, such as motivation theories, reward systems, managing teams, dealing with conflict, developing people, and managing change. In order to analyze and evaluate classic and contemporary leadership approaches, students will learn how to work with a systemic-constructivist perspective. This will help to judge leadership suitability by examining different contexts, accounting for the contingent role of the observer and decision-making in times of increased complexity.</p> <p>As leadership cannot only be treated as a theoretical construct, the course will provide opportunities for practical application and experience, e.g. through role play, experiments and case/experience discussion. As part of a group project, students can combine the learned theory, practice and own experience to analyze and evaluate leadership problems.</p>
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Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this course, students will have a thorough comprehension of principal concepts and theories in leadership, i.e. they can</p> <ul style="list-style-type: none"> • outline the role and impact of leadership in the business environment • recognize the underlying theoretical fundamentals of leadership effects at individual, group and organizational level • illustrate key leadership constructs by means of case studies and reference stories <p>Skills: On successful completion of this course, students will have the proven ability to apply advanced knowledge in leadership to solve managerial problems, i.e. they can</p> <ul style="list-style-type: none"> • assess leadership problems from different perspectives • gain insights relevant to their own leadership experience from class material and activities <p>Competencies: On successful completion of this course, students can</p> <ul style="list-style-type: none"> • reflect own leadership related situations and draw implications for action • develop leadership and organizational behavior recommendations • critically evaluate contemporary leadership concepts 												
Lernformen, Methodik und Betreuung	Lectures, classroom discussion, classroom experiments, role play, team presentations, team work												
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1317 1378 1547"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Final written exam</td> <td>60 min</td> <td>60</td> <td>End of quarter</td> </tr> <tr> <td>Group presentation</td> <td></td> <td>60</td> <td>During quarter</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Final written exam	60 min	60	End of quarter	Group presentation		60	During quarter
Type of examination	Duration or length	Performance Points	Due date or date of exam										
Final written exam	60 min	60	End of quarter										
Group presentation		60	During quarter										
Literaturhinweise	All material for the course will be provided or referenced when needed. For a general theoretical framework, students can refer to the textbook: Robbins, Stephen P. / Judge, Timothy A.: Organizational behavior – 16/17th edition - 2015/2017												
Modulstruktur	Lectures will be scheduled over the course of the quarter. The conceptual and theoretical discussion will be supplemented by case studies and reflections, role plays, practical experiments and project team work. Active involvement in class as well as openness to bring in and reflect own experiences are key for the student's individual development.												

Verwendbarkeit für andere Module und Programme	<p>The course is structured around three logics and across two modules. We explore the relevance and irrelevance of leaders through three distinct leadership logics: 1) The logic of consequence, 2) the logic of appropriateness, and 3) the logic of absurdity. Module 1 (grounding) unfolds across five sessions that expose students to the three logics by drawing on academic readings, movies, classic literature (e.g., War and Peace), and business cases (Rebellion, GE, Amazon). Module 2 (application) unfolds across six sessions where students apply the three logics to various problems and issues: 1) group project exam presentation, 2) leading yourself, 3) leading teams, 4) leading organizations, 5) leading society, and 6) the future of leadership and organizations. The following case organizations will be studied in Module 2: The Oscars, Uber, Me to We, and Zappos.</p>
Letztes Freigabedatum	01.08.2018

Mastering Public Speaking [SOC60123_]

Modulkoordinator		Catón, Matthias			
Studiengang		B.Sc.			
Studienabschnitt		7th Semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		General knowledge based on completed secondary education			
Kurzbeschreibung / Lerninhalte		<p>Topics covered will include:</p> <ul style="list-style-type: none"> • Breathing and voice • A winning structure for your presentation • Tell a story to make it stick – learn and apply different timeless types of storytelling • Improvised speaking (speaking "off the cuff") • Body Language – own the room • Visualization 			
Qualifikationsziele / Lernergebnisse		<p>Knowledge: On successful completion of this module, students know the basic structures of speeches and storytelling are aware of the importance of voice and gestures for the success of a speech</p> <p>Skills: On successful completion of this module, students can prepare a speech handle nervousness during public speaking situations evaluate a speech given by others</p> <p>Competencies: On successful completion of this module, students can communicate ideas with confidence in front of medium-sized audiences</p>			
Lernformen, Methodik und Betreuung		Students will learn the basics of public speaking and try them out through various interactive assignments and exercises.			

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	-
Literaturhinweise	
Modulstruktur	Speaking in public is an essential skill for anyone who aspires a leadership role. In this module, students will learn the theoretical foundations that underlie oral communication and rhetoric. Primarily, though, this is a hands-on module where students are expected to play an active role. They will be coached throughout using video recording and continuous feedback.
Verwendbarkeit für andere Module und Programme	Bachelor Thesis
Letztes Freigabedatum	30.06.2019

Agent-based Modelling [SOC60193]

Modulkoordinator		Hegselmann, Rainer			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Introduction to theoretical philosophy, Logic and theory of argumentation			

<p>Kurzbeschreibung / Lerninhalte</p>	<p>The module consists of five components</p> <p>1. Component: Classical agent-based models In the first component, two classical agent-based models are analysed, in which elementary interactions between many actors generate surprising and unintended macro effects. Starting point are models by Thomas C. Schelling and James M. Sakoda.</p> <p>2. Component: Agent-based models and the program of an explanatory social science At the centre of the second component is the methodological programme of understanding and explaining social macro-effects using individual decisions and actions at a micro-level.</p> <p>3. Component: Agent-based models of opinion dynamics The formation and dynamics of opinions is a paradigmatic field of application of agent-based models. The third component will focus on the so-called bounded confidence model and some of its extensions. For example, radicalisation and polarisation processes will be modelled and analysed.</p> <p>4. Component: Meta-theory—from a philosophy of science point of view The fourth component deals with basic meta-theoretical problems of modelling and simulation. The focus is on the role of idealisations and the epistemic consequences of the use of computers.</p> <p>5. Component: Joint development of simple agent-based models in NetLogo This component is application and development oriented. Different models of simple social dynamics are developed together in the NetLogo development environment. The fifth module component does not stand at the end of the course, but will be the content and programme of the afternoon session from the second day of the course onwards. On their own computers, in a cooperative exchange with others and supervised by the lecturer, the students will develop models of simple social dynamics.</p>
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Qualifikationsziele / Lernergebnisse	<p>Knowledge: The participants know the basic ideas, basic approaches and typical problems of agent-based modelling. They have in-depth knowledge of some classic models in which the individual actions of a micro-level produce surprising and often unintended macro effects. Students will know basic strategies for programming, visualising, and analysing agent-based models. From a philosophy of science point of view, they will be familiar with some of the meta-theoretical problems of computer-based modelling of social and economic dynamics.</p> <p>Skills: The participants possess the methodological tools to critically examine arguments in the context of model-based understanding, explanation, or prediction of actions and the macro-effects resulting from them. They are able to reflect models and results from a meta-theoretical perspective. From a practical point of view, the participants are able to understand agent-based models and to develop simple models of social dynamics independently. The participants can work out their own thoughts and arguments coherently, present them clearly and represent them in discussions with others.</p> <p>Competences: Participants will be able to critically analyse and reflect on the approaches, perspectives and problems of agent-based modelling, including a philosophy of science perspective. They can apply this knowledge constructively in professional, public and private spheres for the development and evaluation of proposed solutions.</p>												
Lernformen, Methodik und Betreuung	The course is partly held in the form of introductory lectures, partly in the form of seminar sessions, partly in the form of a joint practical project to develop simple models of social dynamics.												
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1283 1378 1476"> <thead> <tr> <th>Examination</th> <th>duration / length</th> <th>credits</th> <th>time</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>60 Min.</td> <td>60</td> <td>end of the term</td> </tr> <tr> <td>Paper</td> <td>15.000-20.000 characters</td> <td>60</td> <td>end of the term</td> </tr> </tbody> </table> <p>Regular active participation is mandatory. The term paper must meet the usual criteria of scientific work.</p>	Examination	duration / length	credits	time	Written exam	60 Min.	60	end of the term	Paper	15.000-20.000 characters	60	end of the term
Examination	duration / length	credits	time										
Written exam	60 Min.	60	end of the term										
Paper	15.000-20.000 characters	60	end of the term										
Literaturhinweise	The obligatory literature and other useful material for the module will be indicated by the lecturer at the beginning of the module.												
Modulstruktur	The module has five components: <ol style="list-style-type: none"> 1. Classical agent-based models 2. Agent-based models and the program of an explanatory social science 3. Agent-based models of opinion dynamics 4. Meta-theory: from a philosophy of science point of view 5. Joint development of simple agent-based models in NetLogo 												

Verwendbarkeit für andere Module und Programme	Bachelor Thesis
Letztes Freigabedatum	05.08.2019

**International Organizations and Global
Governance [ECO60191_]**

Modulkoordinator	Ledger, Robert				
Studiengang	Bachelor of Science				
Studienabschnitt	7th semester				
Moduldauer	1 Semester				
Pflicht- /Wahlpflichtmodul	Wahlpflicht				
Credits:	6				
Häufigkeit des Angebots	Jährlich				
Sprache	Englisch				
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme	none				

**Kurzbeschreibung /
Lerninhalte**

International organizations are an essential determinant of global business and affect all areas of economic activity, reaching from international trade policy or the standardization of technology to the regulation of consumer product safety. At the same time, they have become the crucial channel through which civil society can influence the shaping of global economic institutions.

International organizations and civil society act together in the formation of a global public sphere, such as in the area of human rights or environmental policy. Global leaders in international business need to have a thorough understanding of the peculiar dynamics in this field that shapes future political contexts of strategy development.

The course combines an introduction into the theoretical tools to analyse international organization with an interactive approach to understanding the political economy of IO. Students play roles as representatives of international organizations and civil society initiatives; they discuss policy issues across several domains. Based on inputs by the lecturer, the simulations are reflected upon by making use of theories and concepts in economics, political economy and political science.

The course approaches the topic of international organizations from the viewpoint of institutional theories in economics and political sciences. These principles are applied on the analysis of real-world institutions by means of a discursive learning process. The aim is to enhance the students' capacities in viewing complex problems in international political economy from different perspectives. These different perspectives include a) different disciplinary approaches, b) different positions of pertinent interest groups and c) viewpoints of different international organizations.

The first four lectures (16 h) offer an introduction into modern theories of international organization and how these theories are reflected in the history and contemporary reality of international organization. In the following six sessions, students analyse selected domains of international organizations and the role of the respective institutions. In order to achieve synergies between the different topics, all cases are selected from the field of international coordination of institutions and policies in international economic transactions.

The domains are:

1. Trade, money and economic development

International Trade: the main focus is on the WTO and its role in the resolution of international trade conflicts

International Development: analysis of global distributional issues and how public policies approach them

International Monetary Policy: interest centres on the international coordination of economic policies.

2. Politics and security

Global and regional institutions such as the UN and EU.

	<p>Institutions that incorporate the notion of security: physical and military (NATO), health and environmental (WHO), rights and societal (Human Rights bodies), economic (UNDP).</p> <p>3. Climate, energy and infrastructure Climate Policies: interest is directed at the production of global public goods Global infrastructure: focus is on international coordination in critical infrastructure such as transport and energy services</p>
Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • describe the structure of global governance and its institutions • recap the internal processes of international organizations (IO) • compare different types of international and intergovernmental organizations <p>Skills: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • analyze global problems and their handling by international organizations • assess ways in which the IO system needs to be reformed to better cope with current challenges <p>Competencies: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • monitor activities pertaining to the realm of IOs from a business perspective • seek entry-level job opportunities with international organizations
Lernformen, Methodik und Betreuung	<p>The lecturer presents an introduction to the field based on four lectures. The subsequent three broad topics are treated in six discursive settings: One student team represents an international organisation in the respective domain (e.g. WTO in international trade) and offers an overview about the institution and its policy goals and programmes. The presentation is scheduled for 45 minutes, followed by a Q&A and discussion with the audience. Each session concludes with a final lecture on important theoretical aspects of the topic, that also reflects upon the presentations and discussion. Students build on the textbook to develop basic ideas for their presentations and enhance their knowledge by independent research into academic and journalistic resources. The quality of their research is an important criterion for grading.</p>

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance points	Due date or date of exam
	Team presentation of topic	1 x 45 min.	50	
	Essay on final debate	5 pages max.	40	Final session
	Individual Participation	(Including brief written comment in check-out question)	10	During the semester
	Mid-term test	1x 45 min.	20	During week 6 class
<p>Examination requirements:</p> <ol style="list-style-type: none"> 1. One team presentation (45min) 2. One individual essay on the final debate (5 pages max.) 3. Participation (including brief written check-out comment for each session) 4. Mid-term test (45min) 				
Literaturhinweise	Textbook: Rittberger, Volker, Bernhard Zangl and Andreas Kruck, International Organization, 2nd edition, Palgrave Macmillan 2012			
Modulstruktur	<ul style="list-style-type: none"> • Introductory lectures: Overview of international organization and theoretical approaches (16 h) • 6 sessions (see below) (24 h) • Final discussion (4 h): Do we need a world government? 			
Verwendbarkeit für andere Module und Programme	Bachelor Thesis			
Letztes Freigabedatum	12.06.2019			

**Spezialmaterien des Unternehmensrechts
[LAW70168_]**

Modulkoordinator		Redenius-Hövermann, Julia			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Deutsch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Von Vorteil ist es, die Vorlesungen Wirtschaftsprivatrecht/Principles of Law oder Grundlagen des Unternehmensrecht gehört zu haben, ist aber keine Voraussetzung für den Kurs.			
Kurzbeschreibung / Lerninhalte		<p>Im WiSe 2019 werden während der Vorlesung die folgenden Rechtsgebiete, auch anhand von Übungsfällen/kleinen Cases, behandelt:</p> <ol style="list-style-type: none"> 1. Übernahmerecht 2. Bank und Bankaufsichtsrecht 3. Arbeitsrecht 4. Unternehmensstrafrecht und Compliance <p>Eine Großkanzlei wird besucht. Prüfungsleistung ist eine mündliche Prüfung (in Gruppen) am Ende des Kurses.</p>			

Qualifikationsziele / Lernergebnisse	<p>Kenntnisse: Nach erfolgreichem Abschluss des Moduls, kennen die Studierenden die Spezialmaterien des Unternehmensrechts. Folgende Gebiete werden behandelt:</p> <p>Bank- und Bankaufsichtsrecht Übernahmerecht Arbeitsrecht Unternehmensstrafrecht und Compliance</p> <p>Fertigkeiten: Nach erfolgreichem Abschluss des Moduls, können die Studierenden die Spezialmaterien des Unternehmensrechts anwenden, sie sind in der Lage: kleinere Mandantenmemos zu verfassen mit rechtlichen Sachverhalten unternehmensrechtliche Gesetzestexte auszulegen</p> <p>Kompetenzen: Nach erfolgreichem Abschluss des Moduls, sind die Studenten in der Lage: unternehmensrechtliche Sachverhalte zu analysieren und zu verstehen. unternehmensrechtliche Sachverhalte mit Rechtsanwälten und Unternehmensjuristen zu diskutieren.</p>																
Lernformen, Methodik und Betreuung	Die Vorlesung besteht aus einer Einführung in die verschiedenen Themengebiete, kleinere Übungsfälle werden besprochen, Einblicke aus der Praxis werden gewährt und kleinere Case Study sollen eine Schnittstelle bilden zwischen der praktischen und theoretischen Sicht.																
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1144 1378 1498"> <thead> <tr> <th data-bbox="480 1144 703 1256">Prüfungsleistung</th> <th data-bbox="703 1144 935 1256">Dauer oder Länge</th> <th data-bbox="935 1144 1158 1256">Akku-Punkte</th> <th data-bbox="1158 1144 1378 1256">Abgabe-oder Erstellungszeitraum</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 1256 703 1312"></td> <td data-bbox="703 1256 935 1312"></td> <td data-bbox="935 1256 1158 1312"></td> <td data-bbox="1158 1256 1378 1312"></td> </tr> <tr> <td data-bbox="480 1312 703 1391">Mündliche Prüfung</td> <td data-bbox="703 1312 935 1391"></td> <td data-bbox="935 1312 1158 1391">100</td> <td data-bbox="1158 1312 1378 1391"></td> </tr> <tr> <td data-bbox="480 1391 703 1498">Beteiligung und Präsenz (Kanzleibesuch)</td> <td data-bbox="703 1391 935 1498"></td> <td data-bbox="935 1391 1158 1498">20</td> <td data-bbox="1158 1391 1378 1498"></td> </tr> </tbody> </table>	Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe-oder Erstellungszeitraum					Mündliche Prüfung		100		Beteiligung und Präsenz (Kanzleibesuch)		20	
Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe-oder Erstellungszeitraum														
Mündliche Prüfung		100															
Beteiligung und Präsenz (Kanzleibesuch)		20															
Literaturhinweise																	
Modulstruktur	Das Modul „ Spezialmaterien des Unternehmensrechts “ stellt einen weiteren Teil der Vorlesung Wirtschaftsprivatrecht, Principles of Law und Grundlagen des Unternehmensrechts dar. Die Vorlesung Grundlagen des Unternehmensrechts sind aber keine Voraussetzungen für den Besuch dieses Moduls.																
Verwendbarkeit für andere Module und Programme	BA-Thesis; M&A/Banken/Beratung																
Letztes Freigabedatum	28.06.2019																

International Trade and Economic Integration
[ECO60161_]

Modulkoordinator		Donado, Alejandro			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		-			
Pflicht- /Wahlpflichtmodul		Wahl			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Microeconomics, macroeconomics			
Kurzbeschreibung / Lerninhalte		This course is designed to expose students to the main theories of international trade. The focus is on developing the analytical tools required for understanding why countries trade, what are the benefits from trade, why do some individuals might lose from trade, and how different policies might affect trade.			
Qualifikationsziele / Lernergebnisse		<p>Knowledge: On successful completion of this module, students will</p> <ul style="list-style-type: none"> • know the main theories that explain why countries engage in international trade, • understand the advantages and disadvantages of international trade. <p>Skills: On successful completion of this module, students will have the analytical tools to assess</p> <ul style="list-style-type: none"> • why international trade is a politically contentious issue, • why trade can affect the distribution of income within countries. <p>Competencies: On successful completion of the module, students will be able to assess and discuss</p> <ul style="list-style-type: none"> • current trade policies, • protectionist measures of national governments, • the impact of recent developments in international trade on individual countries. 			
Lernformen, Methodik und Betreuung		The course combines elements of a lecture with active participation from the students.			

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance points	Due date or date of exam
	Written exam	120 min.	120	End of semester
Literaturhinweise	<ul style="list-style-type: none"> • Krugman, Paul R. / Obstfeld, Maurice / Melitz, Marc J. (2015), <i>International Economics: Theory and Policy</i>. Tenth edition, Boston et al. (Pearson). • Feenstra, Robert C. / Taylor, Alan M. (2017), <i>International Economics</i>. Fourth edition, New York (Worth Publishers). 			
Modulstruktur	<ol style="list-style-type: none"> 1. Introduction 2. World Trade: An Overview 3. Labor Productivity and Comparative Advantage: The Ricardian Model 4. Specific Factors and Income Distribution 5. Resources and Trade: The Heckscher-Ohlin Model 6. The Standard Trade Model 7. External Economies of Scale and the International Location of Production 8. (Firms in the Global Economy: Export Decisions, Outsourcing, and Multinational Enterprises) [time permitting] 9. The Instruments of Trade Policy 			
Verwendbarkeit für andere Module und Programme	Bachelor Thesis (BSc_BT)			
Letztes Freigabedatum	22.05.2019			

**Challenges of the European Union and the
Euro Area [ECO70188_]**

Modulkoordinator		Donado, Alejandro			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Microeconomics, macroeconomics			
Kurzbeschreibung / Lerninhalte		In this module, students are given the tools to understand and analyze the major challenges of the European Union and of the euro zone. The tools include a historical perspective, analytical frameworks, and a clear explanation of the major economic policies.			
Qualifikationsziele / Lernergebnisse		<p>Knowledge: On successful completion of this module, students will possess knowledge:</p> <ul style="list-style-type: none"> • about the historical evolution, the structure, and the working of the European Union (EU) and of the European Monetary Union (EMU). • about the main economic policies of the EU and EMU (trade policy, competition policy, state aid policy, Common Agricultural Policy, Stability and Growth Pact) and how these policies affect people, companies, and governments. <p>Skills: On successful completion of this module, the students will have the proven ability to:</p> <ul style="list-style-type: none"> • describe the main features and economic policies of the EU and the EMU. • apply theoretical concepts and analytical tools in assessing the major challenges of the EU and of the euro zone. <p>Competencies: On successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • form an argument-based own view on important EU and EMU-related issues. • compare economic policies across the EU member states. 			

Lernformen, Methodik und Betreuung	The course combines elements of a lecture with active participation from the students.			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Date of exam	
	Written exam	120 min.	End of semester	
Literaturhinweise	<p>Baldwin, Richard / Wyplosz, Charles. (2019), <i>The Economics of European Integration</i>. Sixth edition, London (McGraw-Hill Education)</p> <p>De Grauwe, Paul. (2018), <i>Economics of Monetary Union</i>. Twelfth edition, Oxford (Oxford University Press).</p>			
Modulstruktur	<ul style="list-style-type: none"> 1 Introduction 2 History of European economic integration 3 Facts, law, institutions and the budget 4 Growth effects and factor market integration 5 Economic integration, labor markets, and migration 6 The Common Agricultural Policy 7 Location effects, economic geography, and regional policy 8 EU competition and state aid policy 9 EU trade policy 10 History of European monetary integration 11 Optimum currency areas 12 The European monetary union 13 Fiscal policy and the Stability Pact 14 The financial markets and the euro 15 The Eurozone in crisis 			
Verwendbarkeit für andere Module und Programme	International economics and monetary policy.			
Letztes Freigabedatum	12.06.2019			

**Market Economy and Regulatory
Frameworks [ECO71201_]**

Modulkoordinator		Koch, Roland			
Studiengang		BSc HS			
Studienabschnitt		7th Semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		General knowledge based on completed secondary education.			

<p>Kurzbeschreibung / Lerninhalte</p>	<p>This course provides a theoretical and empirical analysis of regulation in developed market economies. It starts with learning about the origins of regulation according to the economic theories of regulation, both normative, based on the public interest approach, and positive, based on the impact of social developments in regulators' decision making. We will use experiences from German and international markets.</p> <p>The course consists of the following modules:</p> <p>Chapter 1:</p> <ol style="list-style-type: none"> 1. Theory of market economy 2. Types of market inefficiencies 3. Fundamentals of regulation 4. Instruments of regulation 5. International trade and regulation <p>Chapter 2:</p> <p>Regulation in practice (potential items for group presentations, students will be assigned to groups and given their respective topic four weeks before classes start)</p> <ul style="list-style-type: none"> • Market versus plan - application of theories to the German discussion about housing and control of rental rates ("Mietpreisbremse", nationalization, landowners' obligation to build) • Regulation and antitrust policy (comparison of historical telecom industry and actual platform industry) • Regulation internalizing external costs (air pollution and energy production, including actual European discussion to reduce CO2) • Regulation of the financial sector (regulatory consequences of the financial crisis and economic impact) • Regulation of new technologies (access, content regulation, data protection) <p>Regulation between national markets (WTO rules, BREXIT as a showcase)</p>
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<p>Qualifikationsziele / Lernergebnisse</p>	<p><u>Knowledge:</u> After successful completion of this module, students will have a thorough comprehension of the interdependency of free markets and the need to regulate for reasons such as fair competition and social stability of environmental issues, i.e. they can:</p> <ul style="list-style-type: none"> • explain the different levels of regulation globally and by country • describe the political rationale of increasing worldwide demand for deeper regulation • recognize the resulting challenges for the economy <p><u>Skills:</u> After successful completion, students understand the logic of regulation and will have the proven ability to apply their knowledge, i.e. they can:</p> <ul style="list-style-type: none"> • identify challenges of specific business environments like sector regulation (e.g. telecommunications, banking, energy) • estimate wage bargaining of other politically determined standards (e.g. minimum wages, gender quotas) • develop criteria to forecast the probability of regulatory initiatives • demonstrate effective presentation skills <p><u>Competencies:</u> After successful completion of this module, students can take responsibility for the integration of regulatory questions in their daily business decisions, i.e. they can:</p> <ul style="list-style-type: none"> • critically analyse the impact of different regulatory initiatives on outcome <p>lead and structure discussions concerning regulatory issues based on broad theoretical and practical knowledge</p>																
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<table border="1" data-bbox="480 1400 1378 1691"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Written Exam</td> <td>60 minutes</td> <td>60 points</td> <td></td> </tr> <tr> <td>Presentation of group work</td> <td>10-15 Slides</td> <td>40 points</td> <td></td> </tr> <tr> <td>Class participation</td> <td></td> <td>20 points</td> <td></td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Written Exam	60 minutes	60 points		Presentation of group work	10-15 Slides	40 points		Class participation		20 points	
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Written Exam	60 minutes	60 points															
Presentation of group work	10-15 Slides	40 points															
Class participation		20 points															
<p>Literaturhinweise</p>	<ul style="list-style-type: none"> • Fritsch, M. (2014). Marktversagen und Wirtschaftspolitik (9th edition). Munich: Vahlen. • Krugman, P.R., Obstfeld, M. & Melitz, M.J. (2014). International Economics (10th edition). Essex: Pearson. • Mankiw, N.G. & Taylor, M.P. (2014). Economics (3rd edition). Andover: Cengage Learning. • Baldwin, Cave, Lodge (2012). Understanding Regulation. Oxford, University Press 																

Modulstruktur	
Verwendbarkeit für andere Module und Programme	Bachelor Thesis
Letztes Freigabedatum	28.05.2019

Innovation Management [MGT60221_]

Modulkoordinator		Josef, Arie Ben			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		This Innovation Management module is offered towards the end of the Bachelor program. Consequently, students are expected to have a good understanding of the business environment and core elements (strategy, marketing, finance, etc.) as well as understanding of firm?s structures, organization and operations. There are, however, no formal preliminary entry requirements for this module.			

Kurzbeschreibung /
Lerninhalte

The module aims to provide students with basic concepts and awareness in innovation management and an understanding of the challenges and opportunities, which small and large firms face in relation to it. In today's rapidly changing business environment, firms can only survive if they regularly innovate - developing new products and successfully introducing them into the market. In this module, we will focus on the practices and processes that managers use to do so in order to manage innovation effectively. We will approach innovation issues from the entrepreneur and manager's perspectives. As building an organization that can continuously generate and commercialize innovations is one of the core concerns of both entrepreneurs and top management, any leader should be conversant with the leading thinking on innovation and should not leave this challenge to the R&D function within its organization alone. The module will deliberately move between strategic issues (what should you do?) and organizational and managerial issues (how should you get it done?). The course is designed in this manner as it is grounded in the belief that it is particularly dangerous to separate strategy from implementation (the "why" from the "how") when innovation is the issue, because having a great idea is worth little or nothing if a firm cannot figure out how to commercialize or monetize that idea.

More specifically, we will cover topics which can be classified into 3 categories:

1. **Exploring** innovations - the processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea to market
2. **Executing** innovations — the structures and incentives organizations must put into place to effectively allow talented individuals to execute innovation processes
3. **Exploiting** innovations — the strategies that a firm must consider to most effectively exploit the value of their innovation

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will be familiar with the core concepts of innovation management, i.e. they can:</p> <ul style="list-style-type: none"> • Understand different techniques of innovation management • Analyze companies' innovation related activities and processes • Critically discuss a firm's need to have a strategic and integrated approach to be able to successfully manage innovation <p>Skills: On successful completion of this module, students can:</p> <ul style="list-style-type: none"> • Apply the core concepts of innovation management directly to real world situations • Understand the strategies most effective for exploiting innovations, and, as a result, analyze and compare innovation strategies of successful firms • Identify, evaluate, and resolve a variety of issues relating to poor innovative performance in large firms as well as entrepreneurial firms <p>Competencies: On successful completion of this module, students are able to:</p> <ul style="list-style-type: none"> • Implement innovation management concepts independently in their professional activities • Critically examine the potential of the innovation management concepts and techniques with which they may deal in the future • Analyze complex innovation processes in firms both internally and externally
Lernformen, Methodik und Betreuung	In-class teaching will be based on interactive lectures and discussions, case studies, and reading materials which may be assigned prior to the specific class. The main objective of the class is to analyze how firms cope with the need to innovate, what strategies and processes they apply in order to do so, and whether these strategies and processes are effective. This objective would be met through team work on both a group project and group presentations in which students will apply the concepts, tools and frameworks covered in class.

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance points	Due date or date of exam
	Group Presentation		30	Last lecture of the course
	Group Project Unveiling firm's innovation strategy		40	Last day of the course
	Take home individual assignment	24 hours	30	End of the module
	Class participation		20	During the module

Examination requirements:
Grading in this course is composed of 2 basic elements: Group Projects and Individual Contribution:

Group Project – Presentation (30 points)
Presentations will be performed by groups of 3-4 students and will be on topics or cases related to the topics covered in class.

Group Project – Unveiling firm's innovation strategy (40 points)
Projects will be performed by groups of minimum 3-4 students. The scope of this project is to target an established, significantly-sized firm, examine how it relates to innovation and what measurements it takes, if at all, to implement an innovation strategy.

Individual Contribution – Take Home Assignment (30 points)
This assignment is a 24 hour take home exam, which will be published at the last day of the module. Students have 24 hours to answer questions relating to either a new case or to the material of the course. In doing so, students are allowed to use all available materials, i.e. lecture slides, internet research or journal articles. However, this is an individual assignment and every student has to work individually without any kind of contact with her/his colleagues with respect to the assignment.

Individual Contribution – Class Participation (20 points)
This course depends heavily on class participation. Participation has two main elements: class attendance and informed involvement in class discussions. The informed involvement requires students to be active and well-prepared to each class of the module and contribute regularly to in-class discussions.

Literaturhinweise	<p>The following is a suggested background reading:</p> <ul style="list-style-type: none"> • Schilling, M.A. (2013), Strategic Management of Technological Innovation, McGraw-Hill International Edition, Fourth Edition • Tidd, J. and Bessant, J. (2009), Managing Innovation – Integrating Technological, Market and Organizational Change, Wiley, Fourth Edition • Smith, D. (2010), Exploring Innovation, McGraw Hill, Second Edition • Cases are organized by the FS library and will be available during the course. A web link to each case will be provided. • I may assign other readings, which I will upload on the class website
Modulstruktur	<p>Over the course of the semester we will cover the main elements of innovation management through the combination of lectures, class presentations, independent reading of case studies and articles followed by class analysis and discussion, as well as other forms of supervised learning.</p>
Verwendbarkeit für andere Module und Programme	<p>This module provides a good fit with the Entrepreneurship module, as there are some commonalities in the nature of these two disciplines. However, these are two distinct modules and there is no requirement to take both modules.</p>
Letztes Freigabedatum	25.06.2019

Sales Management [MGT70148_]

Modulkoordinator		Knobbe, Julia			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Marketing			
Kurzbeschreibung / Lerninhalte		<p><u>Tentative Content (subject to change):</u></p> <ul style="list-style-type: none"> - Sales Perspective - Development and role of selling in marketing - Sales strategies Sales Environment - Consumer and organizational buyer behavior - Managing customers - Sales settings Sales Technique - Sales responsibilities and preparation - Personal selling skills - Key account management - Relationship selling - Communication decisions Sales Management - Recruitment and selection - Motivation and training - Managing the channel and sales force - Organization and control Sales Control - Sales Forecasting and budgeting - Salesforce evaluation 			

Qualifikationsziele / Lernergebnisse	The course is concerned with how to manage a sales force. Thus, the course aims to familiarize students with sales management concepts and teach how to plan, implement, and control of programs designed to achieve the sales objectives of a firm. Upon successful completion of this course, students are expected to be able to (1) discover the skills required for effective selling and sales management, (2) develop a plan for selecting, organizing, training and evaluating a sales force, (3) evaluate sales management strategies, (4) understand consumer behavior and manage customers, and (5) demonstrate																
Lernformen, Methodik und Betreuung	Class sessions will be interactive. Students are expected to join the discussion during the lecture as part of their grade hinges on class participation. The class participation might involve pop-up quizzes. The course also includes readings, case discussions, a final exam, and a term project. Students will be grouped into teams of 4-5 people. They will present their work and submit a written report at the last module. The course concludes with a final exam																
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 981 1378 1249"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Final Exam</td> <td>60 minutes</td> <td>60</td> <td></td> </tr> <tr> <td>Term Project</td> <td></td> <td>40</td> <td>End of course</td> </tr> <tr> <td>Attendance and participation</td> <td>During the course</td> <td>20</td> <td></td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Final Exam	60 minutes	60		Term Project		40	End of course	Attendance and participation	During the course	20	
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Final Exam	60 minutes	60															
Term Project		40	End of course														
Attendance and participation	During the course	20															
Literaturhinweise	Suggested Textbook: Selling and Sales Management David Jobber and Geoff Lancaster Additional readings will be assigned during the course																
Modulstruktur	The course uses the lecture-case method. The total grade will hinge on class participation, a final exam, and a term project.																
Verwendbarkeit für andere Module und Programme	Global Marketing Strategy																
Letztes Freigabedatum	15.05.2019																

Business Strategy [MGT60182_]

Modulkoordinator		Klingebiel, Ronald			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahl			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		"Principles of Management" or equivalent			
Kurzbeschreibung / Lerninhalte		The module builds on the strategy content of management courses and deepens and extends the analysis of companies and markets. In the module, students discuss how firms gain, sustain, and lose competitive advantages. Students learn how to diagnose strategic problems, develop a guiding policy, and the fundamentals of successful execution. Topics include industry dynamics and analysis, resource analysis, strategic innovations, environmental uncertainty, and organizational evolution and adaptation.			

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of the module, students will have a comprehensive understanding of the major tools and framework in the strategic analysis of firms and markets, i.e. they are able to</p> <ul style="list-style-type: none"> • describe the nature and sources of competitive advantages and how different industry context affect business strategy. • explain how firms compete in technology-based industries • summarize the basic principles of strategic innovation • discuss the fundamental challenges of market dynamism and strategic uncertainty. <p>Skills: On successful completion of the module, students will have the proven ability to apply advanced knowledge to the penetrating strategic analysis of markets and firms and for the practical development of informed guiding policies, i. e. they are able to</p> <ul style="list-style-type: none"> • contrast good with bad business strategies • explore industry and resource analysis and the nature of sustainable competitive advantages • solve strategic problems in different industry and business contexts • communicate their analysis professionally. <p>Competencies: On successful completion of the module, students are competent to identify, to structure, and to analyze general management problems and develop actionable and compelling recommendations.</p>																
Lernformen, Methodik und Betreuung	Cases, class discussion, lecture. The module heavily relies on the interactive analysis, presentation, and discussion of business cases.																
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1182 1378 1451"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Presentation</td> <td>15 min.</td> <td>25</td> <td>During semester</td> </tr> <tr> <td>Class participation</td> <td></td> <td>10</td> <td>During semester</td> </tr> <tr> <td>Term paper</td> <td></td> <td>85</td> <td>End of semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation	15 min.	25	During semester	Class participation		10	During semester	Term paper		85	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam														
Presentation	15 min.	25	During semester														
Class participation		10	During semester														
Term paper		85	End of semester														
Literaturhinweise	Barney & Hesterly (2014), Strategic Management and Competitive Advantage, 5/E, Prentice Hall, ISBN 0133127400																

Modulstruktur	The course is initiated with a discussion of good and bad business strategies. Good business strategies clearly identify the specific challenges of a firm, formulate a guiding policy, and suggest a set of coherent actions. Using case studies drawn from business practice, we will further explore industry and resource analysis and the nature of sustainable competitive advantages. The general principles are then discussed in different industry and sectoral contexts, with a special emphasis on technology-based industries and the unique challenges faced by firms in fast-paced competitive environments.
Verwendbarkeit für andere Module und Programme	Bachelor Thesis (BSc_BT)
Letztes Freigabedatum	17.05.2019

Consumer Behaviour [MGT60141_]

Modulkoordinator		Atalay, Selin			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Pflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	1 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Marketing			
Kurzbeschreibung / Lerninhalte		<p>1. Scientific Approach to Consumer Behavior</p> <p>2. How Consumers Acquire, Remember and Use Knowledge</p> <p>3. How Consumers Make Decisions</p> <p>4. Influence and Persuasion</p>			
Qualifikationsziele / Lernergebnisse		<p>Marketing begins and ends with consumers – from determining consumers’ needs to providing consumer satisfaction. As such, a clear understanding of consumers’ buying behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. The role of research and the tools of scientific inquiry will be emphasized in order to illuminate the underlying behavioral and psychological constructs. Depth of understanding of these underlying constructs is a key to success in today’s complex marketplace. Product lifecycles are shorter, market segments are smaller and more dispersed, and the competition is more intense than ever before.</p> <p>Upon completion of this course, students:</p> <ul style="list-style-type: none"> • Will have learned the key behavioral and psychological concepts and will have developed the intellectual ability to apply them in analyzing marketing situations. • Will be able to understand consumers’ consumption–related behaviors • Will be able to develop and evaluate marketing strategies intended to influence consumption–related behaviors. 			

Lernformen, Methodik und Betreuung	Lectures, in-class exercises, cases, active discussions and group work
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	-
Literaturhinweise	Will be provided in class.
Modulstruktur	<p>The contents of the course are broken down into the following modules:</p> <p>1. Scientific Approach to Consumer Behavior</p> <p>2. How Consumers Acquire, Remember and Use Knowledge a. Attention, Comprehension, and Memory b. Attitudes and Attitude Formation</p> <p>3. How Consumers Make Decisions a. Judgment and Decision Making b. Individual Differences</p> <p>4. Influence and Persuasion a. Social Influence Principles and Persuasion b. Cultural Influences on Consumers</p>
Verwendbarkeit für andere Module und Programme	B.Sc.-Thesis
Letztes Freigabedatum	20.11.2018

Market Research [MGT70139_]

Modulkoordinator		Bleier, Alexander			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Workload:	150 h	Präsenz:	44 h	Selbststudium:	106 h
Voraussetzungen für die Teilnahme		Students should master basic mathematical concepts.			
Kurzbeschreibung / Lerninhalte		Firms rely increasingly on vast amounts of data to inform marketing decisions. The goal of this course is to provide students with key skills that will equip them for a career where analytics and data-driven decision making replace management by intuition. By learning about and applying various multivariate analytic methods and techniques, students will gain a better understanding of how to turn data into insights for better marketing decisions.			
Qualifikationsziele / Lernergebnisse		<p>Upon completion of this course students should be able to:</p> <ul style="list-style-type: none"> - Apply appropriate quantitative analyses to solve managerial problems with available data - Measure and assess the effectiveness of marketing strategies and tactics - Understand, interpret, and discuss the outputs and procedures of statistical analysis software 			
Lernformen, Methodik und Betreuung		This course may include traditional lectures and discussions as well as homework assignments, group work, case studies, guest lectures, and individual applications.			

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1"> <tr> <td data-bbox="480 338 700 398">Final exam</td> <td data-bbox="700 338 935 398">60 pts</td> <td data-bbox="935 338 1155 398"></td> <td data-bbox="1155 338 1375 398"></td> </tr> <tr> <td data-bbox="480 398 700 459">Group project</td> <td data-bbox="700 398 935 459">30 pts</td> <td data-bbox="935 398 1155 459"></td> <td data-bbox="1155 398 1375 459"></td> </tr> <tr> <td data-bbox="480 459 700 519">Assignments</td> <td data-bbox="700 459 935 519">20 pts</td> <td data-bbox="935 459 1155 519"></td> <td data-bbox="1155 459 1375 519"></td> </tr> <tr> <td data-bbox="480 519 700 591">Class participation</td> <td data-bbox="700 519 935 591">10 pts</td> <td data-bbox="935 519 1155 591"></td> <td data-bbox="1155 519 1375 591"></td> </tr> </table>	Final exam	60 pts			Group project	30 pts			Assignments	20 pts			Class participation	10 pts		
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Group project	30 pts																
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Class participation	10 pts																
Literaturhinweise	<ul style="list-style-type: none"> - Fred M. Feinberg, Thomas C. Kinnear, James R. Taylor, Modern Marketing Research, Cengage 2013. - Andy Field, Jeremy Miles, Zoë Field, Discovering Statistics Using R, Sage 2012. - John W. Foreman, Data Smart: Using Data Science to Transform Information into Insight, Wiley 2013. 																
Modulstruktur	<p>In this course, the learning process will typically encompass three phases: In phase one, the theoretical concepts of a specific quantitative method will be introduced, allowing students to understand the corresponding foundational mechanisms and relationships. In phase two, students will learn how these concepts translate into actual analyses and conduct them in Excel. Having successfully mastered the knowledge transfer from concepts to applications, in phase three, students will use R to leverage the specific methods in further empirical applications. The goal of this three-phase design is to help students gain a solid understanding of important quantitative methods and equip them with the necessary knowledge for their strategic employment and evaluation.</p>																
Verwendbarkeit für andere Module und Programme	Digital Marketing																
Letztes Freigabedatum	12.06.2019																