

Frankfurt School Exchange Student Information

Overview of Winter Semester 2021/22 BSc Modules

This catalogue is subject to change

Quarter 1

- Accounting and Capital Markets
- Business Engineering – Block week
 - ➔ **Takes place on-campus only from 23 to 27 August, before the official semester starts!**
- Consumer Behaviour - Block week
 - ➔ **Takes place online only between 16 and 28 August, before the official semester starts! (No lectures during the Orientation Days)**
- Entrepreneurship
- Environmental Economics and Energy Finance
- Evidence Based Management
- Industry Practice ➔ **Takes place on-campus only**
- International Trade and Economic Integration
- Leadership
- Mastering Public Speaking
- Microfinance
- Risk Management
- Taxation of Multinational Enterprises

Quarter 2

- Agent based modelling
- Applied Persuasion
- Blockchain
- Business Strategy
- Challenges of the European Union and the Euro Area
- Corporate Sustainability Strategy
- Economic Growth and Development
- Market Economy and Regulatory Frameworks
- Strategic competition

- Spezialmaterien des Unternehmensrechts (in German)
- The future of banking in a digitalized world
- Trading and Sales

Further Information about the modules:

- The winter semester is structured in two quarters with the following dates:
Q1: 1 September – 15 October 2021 // exam period: 16-23 October 2021
Q2: 25 October – 10 December 2021 // exam period: 11-18 December 2021
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 of the week (8 academic hours, morning and afternoon), or on two consecutive days (4 academic hours, in the evening). Individual classes may take place on Saturdays as well.
- Each module offered at FS is worth **6 ECTS** and consists of 11 sessions à 4 academic hours.
- Each module description includes a brief description of the module and information about its requirements and examinations, as well as required textbooks and further readings related to the module. **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.
- The default language of instruction is English, unless indicated. 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. If you want to book the German course additionally to the 5 courses, you will have to pay extra fees.
- Exceptionally, you may change (space provided) or drop courses up until the second session (second slot, that can take place on the same day than the first slot), as long as no assessment has started. You cannot drop out of a class later on; all courses you are registered for will appear on your transcript.

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Agent-based Modelling [SOC60204_]

Modulkoordinator		Hegselmann, Rainer					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		Strong interest in modelling and simulation, willingness to develop and program agent based models.					

<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. Thus, for the fifth component we will invest about half of the time of the course.</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 1402"> <thead> <tr> <th>Examination</th> <th>duration / length</th> <th>credits</th> <th>time</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>120 Min.</td> <td>120</td> <td>end of the term</td> </tr> </tbody> </table> <p>Regular active participation is mandatory.</p>	Examination	duration / length	credits	time	Written exam	120 Min.	120	end of the term
Examination	duration / length	credits	time						
Written exam	120 Min.	120	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	07.06.2021								

Applied Persuasion [MGT60293]

Modulkoordinator		Atalay, Selin					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 h
Voraussetzungen für die Teilnahme		Marketing					
Kurzbeschreibung / Lerninhalte		<ul style="list-style-type: none"> • Persuasion • Attitudes and attitude change • Social Influence 					
Qualifikationsziele / Lernergebnisse		<p>In this course we are going to take an applied perspective. We will cover topics related to social influence, persuasion, attitudes and attitude change.</p> <p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Use persuasion and social influence principles effectively to persuade other individuals and change their attitudes. 2. Organize and deliver successful persuasive communications and campaigns. 					
Lernformen, Methodik und Betreuung							

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Group project written report and Group Presentation		50	
	Individual assignment		40	
	Participation and in class work		30	
Literaturhinweise				
Modulstruktur	This course will be composed of a series of in class and out of class activities.			
Verwendbarkeit für andere Module und Programme	BSc-Thesis			
Letztes Freigabedatum	04.05.2021			

Blockchain [FIN74254]

Modulkoordinator		Kütt, Veronika					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht-/Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	23 h
Voraussetzungen für die Teilnahme		No prior knowledge necessary. As Blockchain technology is an emerging topic, the basics of this technology will be taught. No coding skills necessary.					
Kurzbeschreibung / Lerninhalte		<p>Blockchain technology has the potential to fundamentally change the way social interaction takes place. The changes will be comparable in scope to those of the Internet and will cover every area of life. So far, banks and FinTechs are the largest sectors affected by blockchain technology and cryptocurrencies in particular. Not only for bankers, but for all of us, it is important to understand the basic concepts and the possible impact of this technology.</p> <p>The goal of the course is to provide a fundamental understanding of blockchain technology and the ecosystem as a whole. For the basic understanding, we will first discuss so-called open, unpermissioned blockchains like Bitcoin or Ethereum. Once the basic (slightly technical) concepts (hashes, consensus mechanisms, mining, decentralization, economic incentives, etc.) have been discussed, an overview of the ecosystem will be given (current development, wallets, exchanges, outlook in general, etc.) including also regulatory hurdles etc.</p> <p>The second part will focus on so-called permissioned blockchains or distributed ledger technology (DLT), the concept of tokenization (financial products as well as hard assets), smart contracts, oracles (+oracle problem) and autonomous structures.</p>					

Qualifikationsziele / Lernergebnisse	At the end of class, the learner will <ul style="list-style-type: none"> • have a basic understanding of blockchain technology • understand the basics of Tokenization, smart contracts, oracles and its applications • be able to make transactions on open blockchain networks • be able to evaluate blockchain-based business models 															
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 562 1378 853"> <thead> <tr> <th data-bbox="480 562 700 640">Type of examination</th> <th data-bbox="700 562 935 640">Duration or length</th> <th data-bbox="935 562 1155 640">Performance Points</th> <th data-bbox="1155 562 1378 640">Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 640 700 745">Individual term paper</td> <td data-bbox="700 640 935 745">approx. 3500 words</td> <td data-bbox="935 640 1155 745">90</td> <td data-bbox="1155 640 1378 745">Four weeks after ending of class</td> </tr> <tr> <td data-bbox="480 745 700 853">Active participation in class</td> <td data-bbox="700 745 935 853"></td> <td data-bbox="935 745 1155 853">30</td> <td data-bbox="1155 745 1378 853"></td> </tr> </tbody> </table>				Type of examination	Duration or length	Performance Points	Due date or date of exam	Individual term paper	approx. 3500 words	90	Four weeks after ending of class	Active participation in class		30	
Type of examination	Duration or length	Performance Points	Due date or date of exam													
Individual term paper	approx. 3500 words	90	Four weeks after ending of class													
Active participation in class		30														
Literaturhinweise	<ul style="list-style-type: none"> • Bitcoin, Blockchain und Kryptoassets (2017) - Fabian Schär • Layered Money: From Gold and Dollars to Bitcoin and Central Bank Digital Currencies (2021) - Nik Bhatia) • Mastering Bitcoin: Unlocking Digital Cryptocurrencies (2017) - Andreas Antonopoulos • Token Economy: How the Web3 reinvents the Internet (2020) - Shermin Voshmgir • The Internet of Money: A collection of talks by Andreas M. Antonopoulos - Andreas M. Antonopoulos • World (2016) - Don Tapscott, Alex Tapscott • Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World (2018) - Don Tapscott, Alex Tapscott 															
Modulstruktur																
Verwendbarkeit für andere Module und Programme	-															
Letztes Freigabedatum	21.06.2021															

**Challenges of the European Union and the
Euro Area [ECO70190]**

Modulkoordinator		Donado, Alejandro					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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, 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	Baldwin, Richard / Wyplosz, Charles. (2019), <i>The Economics of European Integration</i> . Sixth edition, London (McGraw-Hill Education)			
Modulstruktur	1.Introduction 2.History of European economic integration 3.Economic integration and institutional features 4.EU trade policy 5.The Common Agricultural Policy 6.Essential macroeconomic tools 7.History of European monetary integration 8.The European monetary union 9.Fiscal policy and the Stability Pact			
Verwendbarkeit für andere Module und Programme	International economics, international trade, exchange rates, monetary policy, Bachelor thesis.			
Letztes Freigabedatum	02.06.2021			

Consumer Behaviour [MGT60179]

Modulkoordinator		Atalay, Selin					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		Marketing					
Kurzbeschreibung / Lerninhalte		1. Scientific Approach to Consumer Behavior 2. How Consumers Acquire, Remember and Use Knowledge 3. How Consumers Make Decisions 4. Influence and Persuasion					

<p>Qualifikationsziele / Lernergebnisse</p>	<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. 												
<p>Lernformen, Methodik und Betreuung</p>	<p>Lectures, in-class exercises, cases, active discussions and group work</p>												
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<table border="1" data-bbox="480 1146 1378 1406"> <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>Group Project</td> <td></td> <td>60 points</td> <td>Last day of class</td> </tr> <tr> <td>Individual Assignments & In Class Work</td> <td></td> <td>60 points</td> <td>Throughout the semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Group Project		60 points	Last day of class	Individual Assignments & In Class Work		60 points	Throughout the semester
Type of examination	Duration or length	Performance Points	Due date or date of exam										
Group Project		60 points	Last day of class										
Individual Assignments & In Class Work		60 points	Throughout the semester										
<p>Literaturhinweise</p>	<p>Will be provided in class.</p>												
<p>Modulstruktur</p>	<p>The contents of the course are broken down into the following modules:</p> <ol style="list-style-type: none"> 1. Scientific Approach to Consumer Behavior 2. How Consumers Acquire, Remember and Use Knowledge <ol style="list-style-type: none"> a. Attention, Comprehension, and Memory b. Attitudes and Attitude Formation 3. How Consumers Make Decisions <ol style="list-style-type: none"> a. Judgment and Decision Making b. Individual Differences 4. Influence and Persuasion <ol style="list-style-type: none"> a. Social Influence Principles and Persuasion b. Cultural Influences on Consumers 												

Verwendbarkeit für andere Module und Programme	B.Sc.-Thesis
Letztes Freigabedatum	07.06.2021

Business Strategy [MGT60184]

Modulkoordinator		Klingebiel, Ronald					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
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 (2019), Strategic Management and Competitive Advantage, 6/E, Prentice Hall, ISBN 9780134743530																

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	11.06.2021

**Corporate Sustainability Strategy
[SOC63125]**

Modulkoordinator		Gosalia, Apurva					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Semester					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		Markets, Incentives and Ethical Management (not compulsory, but helpful) and basic knowledge in Corporate Behavior and/or Ethical Management and/or Strategy helpful					
Kurzbeschreibung / Lerninhalte		<p>The achievement of a balanced economic, social and environmental development - as expressed in the UN Agenda 2030 for Sustainable Development - is recognized as one of the major challenges humanity is facing today. What is less clear is whether and how organizations can generate business opportunities and value for their stakeholders while tackling such challenges.</p> <p>In this course, also some external thought leaders in a wide variety of management and economics fields will illustrate how to manage the value creation potential from corporate sustainability for all involved stakeholders.</p> <p>The module will analyse those diverging and not always consensual meanings of sustainability. There is a variety of concepts connected to sustainability which underline the interconnectedness of corporations, society and the environment such as the triple bottom line or stakeholder approaches. We will discuss the conflicting demands corporations have to deal with based upon the following core questions:</p> <ul style="list-style-type: none"> • How do corporations balance economic, environmental and social tasks? • What are the relevant guidelines and indicators for measuring sustainability? • Why is it important for businesses to tackle sustainability issues in order to create more and better business opportunities? • How can each individual, organization and system start to analyze its behaviors and change towards more sustainable practices and models? 					

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will be familiar with the different aspects of corporate sustainability, i.e. they can</p> <ul style="list-style-type: none"> explain the concepts of sustainable development and corporate sustainability discuss the tensions corporations have to deal with in a complex environment <p>Skills: On successful completion of this module, students will be able to critically reflect on concepts of sustainability and to apply their knowledge on cases from the business world. Students will</p> <ul style="list-style-type: none"> analyse corporate behaviour with regard to certain indicators of measuring sustainability <p>Competencies: On successful completion of this module, students are able to evaluate corporations' sustainability performance in a differentiated way. In doing so, they also develop ideas for further progress. For instance, they</p> <ul style="list-style-type: none"> propose changes for measuring sustainability performance 											
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1032 1378 1216"> <thead> <tr> <th data-bbox="480 1032 700 1106">Type of Assessment</th> <th data-bbox="700 1032 935 1106">Duration</th> <th data-bbox="935 1032 1155 1106">Performance Points</th> <th data-bbox="1155 1032 1378 1106">Due Date or Date of Exam</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 1106 700 1216">Written Exam</td> <td data-bbox="700 1106 935 1216">120 min</td> <td data-bbox="935 1106 1155 1216">120</td> <td data-bbox="1155 1106 1378 1216">Exam Week at the end of semester</td> </tr> </tbody> </table>				Type of Assessment	Duration	Performance Points	Due Date or Date of Exam	Written Exam	120 min	120	Exam Week at the end of semester
Type of Assessment	Duration	Performance Points	Due Date or Date of Exam									
Written Exam	120 min	120	Exam Week at the end of semester									
Literaturhinweise	<ul style="list-style-type: none"> <i>Corporate Sustainability, Social Responsibility and Environmental Management - An Introduction to Theory and Practice with Case Studies</i> 1st ed. 2017 Author: Mark Anthony Camilleri ISBN: 3319468480 / EAN: 9783319468488 (Not required reading, but can be helpful to dig deeper into the subject) Note: During the module different kind of material and links will be given, referring to actual topics of sustainability. These information as well as the content of lectures, guest lectures, external case studies and best practice examples from industry will be relevant for preparation of the final exam 											
Modulstruktur												
Verwendbarkeit für andere Module und Programme	All other modules of Bachelor of Science Programme (BSc)											
Letztes Freigabedatum	15.06.2021											

Economic Growth and Development
[ECO76223]

Modulkoordinator		Donado, Alejandro					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahlpflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 h
Voraussetzungen für die Teilnahme		Microeconomics, macroeconomics					
Kurzbeschreibung / Lerninhalte		<p>Why are some countries rich and others poor? Why do some countries make rapid progress toward development while many others remain poor? Is it culture, geography, better education, better health? Perhaps knowledge of what the right policies are?</p> <p>The module starts by documenting the staggering differences between countries in terms of development. It then provides an analytical framework for understanding these differences. It focuses on the role of investment, population growth, human capital, technological progress, institutions, culture, and geography in explaining the development process. It applies the theories to explain real world cases.</p>					

Qualifikationsziele / Lernergebnisse	<p>Knowledge: On successful completion of this module, students will:</p> <ul style="list-style-type: none"> • be able to explain the concept of economic growth, • have knowledge on the main theories on economic growth and development, • have knowledge of different measurements of poverty and inequality, • recognize the major determinants of economic growth and development, • understand the role of governments in formulating effective pro-growth policies. <p>Skills: On successful completion of this module, the students will have the proven ability to:</p> <ul style="list-style-type: none"> • use models as tools for analyzing differences between rich and poor countries and the effects of economic growth on inequality and poverty, • explain the role of population growth, education, health, and technological progress in the development process. <p>Competencies: After finishing this module students will be able to:</p> <ul style="list-style-type: none"> • critically evaluate economic problems of developing countries and to effectively participate in the contemporary policy debate on development priorities and policy reforms in these countries • to apply growth and development theories to explain real world cases. 								
Lernformen, Methodik und Betreuung	The course combines elements of a lecture with active participation from the students.								
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1346 1378 1480"> <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>120 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	Written exam	120 min.	120	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam						
Written exam	120 min.	120	End of semester						
Literaturhinweise	Weil, N. David. (2013), <i>Economic Growth</i> . Third edition, Pearson Education Limited								

Modulstruktur	<ol style="list-style-type: none"> 1. Introduction 2. Physical capital and the Solow model 3. Population and economic growth 4. Human capital 5. Technological progress 6. Government 7. Inequality and poverty 8. Culture 9. Geography, climate, and natural resources
Verwendbarkeit für andere Module und Programme	Macroeconomics, international economics, Bachelor thesis.
Letztes Freigabedatum	02.06.2021

Evidence-Based Management [ECO70204]

Modulkoordinator		Grunewald, Andreas					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	95 h	Prüfungs- vorbereitung:	11 h
Voraussetzungen für die Teilnahme		Basic knowledge in data analysis. In particular, students should have completed the course in applied research methods.					
Kurzbeschreibung / Lerninhalte		<p>In the last decade it has become increasingly uncomplicated to collect and analyze data. As a consequence, an increasing number of companies use survey measures, data analysis, and randomized controlled trials to evaluate the impact of their management decisions on key performance indicators. This course gives an introduction to the basic techniques of evidence based management. We will focus on the following goals:</p> <p>First, students will be equipped with the basic econometric tools needed to analyze the quantitative impact of management decisions.</p> <p>Second, students will be familiarized with typical data structures when applying evidence based management and they will analyze corresponding data sets.</p> <p>Third, we will provide a systematic guide on how to collect different kinds of data that might be meaningful to evaluate management decisions.</p> <p>Fourth, we will give a selective overview of important results and the state of the art in the current literature.</p>					

<p>Qualifikationsziele / Lernergebnisse</p>	<p>Knowledge: Upon completion of the course students will know how evidence can help managers to make better decisions for their company. In particular, students will know different techniques to collect data and how to analyze the emerging data sets. They will also know important current applications of evidence based management.</p> <p>Skills: Upon completion of the course, students will be able to judge the extent to which existing data sets can be used to guide decisions and how to collect new data if needed. Moreover, they will learn how to handle different kinds of data sets, which can provide guidance for management decisions. This includes basic knowledge about the econometric tools as well as a thorough comprehension of the limits of data analysis in management decision.</p>								
<p>Lernformen, Methodik und Betreuung</p>	<p>This course will be a combination of two different forms of teaching. First, there will be traditional lectures. Second, we will have a number of in class data analysis sessions, in which students work on management cases. To solve the cases, students will have to analyze data.</p>								
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<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>Written exam</td> <td>120 Minutes</td> <td>120</td> <td>Exam Week</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Written exam	120 Minutes	120	Exam Week
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Written exam	120 Minutes	120	Exam Week						
<p>Literaturhinweise</p>	<p>Bandiera, Oriana, Iwan Barankay, and Imran Rasul, "Social preferences and the response to incentives: Evidence from personnel data," <i>The Quarterly Journal of Economics</i>, 2005, pp. 917–962.</p> <p>Cohn, Alain, Ernst Fehr, and Lorenz Goette, "Fair wages and effort provision: Combining evidence from a choice experiment and a field experiment," <i>Management Science</i>, 2014.</p> <p>Lazear, Edward P., "Performance Pay and Productivity," <i>The American Economic Review</i>, 2000, 90 (5), 1346–1361.</p> <p>Pfeffer, Jeffrey, and Robert I. Sutton. "Evidence-based management." <i>Harvard business review</i> 84.1 (2006): 62.</p> <p>Stock, James H and Mark W Watson, <i>Introduction to Econometrics: Global Edition</i>, Pearson Education, 2012.</p>								

Modulstruktur	<ol style="list-style-type: none">1. Summary Statistics and Simulations2. Regressions to analyze Correlations3. Causal Identification in Observational Data
Verwendbarkeit für andere Module und Programme	Bachelor Thesis
Letztes Freigabedatum	26.05.2021

International Trade and Economic Integration
[ECO60163]

Modulkoordinator		Donado, Alejandro					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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. (2018), <i>International Economics: Theory and Policy</i>. Eleventh 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. The instruments of trade policy 			
Verwendbarkeit für andere Module und Programme	International economics, Bachelor thesis.			
Letztes Freigabedatum	02.06.2021			

Leadership [SOC60212]

Modulkoordinator		Aktay, Basak					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	120 h	Prüfungs- vorbereitung:	30 h
Voraussetzungen für die Teilnahme		None					
Kurzbeschreibung / Lerninhalte		<p>Strong leadership is essential to individual and organisational growth and success.</p> <p>The goal of this course is to lay a strong foundation for building and leading high-performing teams effectively. The students will receive a set of strategies and techniques to identify their personal leadership styles and will be able to apply the theoretical knowledge gathered in different contexts.</p> <ul style="list-style-type: none"> • In the first module of the course major leadership theories, concepts, and research findings will be examined in depth and elaborated in a multitude of case studies. • As the next stage, emotional intelligence, personality traits, perception, and decision-making will be studied from an individual perspective. Students will be able to conduct assessments to identify their personality traits and reflect on their personality characteristics paving the way for authentic leadership. • The third module will focus on group-level concepts and models that are critical to building high-performing teams, such as group formation, motivation, power, and conflict management. • Finally, the course will apply current theories and frameworks to explore leadership in today's dynamic business environment, taking into account digital transformation, globalization, and the ever-changing challenges brought on by rapid innovation. <p>Many case studies involving extensive group work and analysis of other leaders' experiences with becoming a successful leader and motivating and influencing teams in uncertain times will be incorporated into the course.</p>					

Qualifikationsziele / Lernergebnisse	<p>After completing the Leadership module, students will be able to:</p> <ul style="list-style-type: none"> • comprehend key leadership concepts • distinguish between leadership styles • get a stronger insight of their own personality characteristics that are important in leadership • recognize and implement effective leadership principles at the individual level comprehend key concepts in group dynamics • understand the factors that influence motivation, power, and conflict management. Analyse and evaluate current leadership paradigms. 												
Lernformen, Methodik und Betreuung	<ul style="list-style-type: none"> • In-class participation • Self-assessment • Team assignments and presentations <p>Active involvement in class as well as openness to bring in and reflect own experiences are key for the student's individual development.</p>												
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 853 1378 1122"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Due date</th> </tr> </thead> <tbody> <tr> <td>Final exam</td> <td>60 min</td> <td>60</td> <td>End of semester</td> </tr> <tr> <td>Team assignments and presentations</td> <td></td> <td>60</td> <td>End of semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date	Final exam	60 min	60	End of semester	Team assignments and presentations		60	End of semester
Type of examination	Duration or length	Performance Points	Due date										
Final exam	60 min	60	End of semester										
Team assignments and presentations		60	End of semester										
Literaturhinweise	<ul style="list-style-type: none"> • Robbins, Stephen P. / Judge, Timothy A. (2019): Organizational behavior, 18th edition, Pearson. (or 17th edition 2018) • Northouse, Peter G. (2018): Leadership – Theory & Practice, 8th edition, Sage. (or 7th edition) <p>All other reading or case material will be provided.</p>												
Modulstruktur	<p>Topics covered</p> <p>Theory of Leadership (3 sessions)</p> <p>Leadership – Individual Level (2 sessions)</p> <p>Leadership – Group Level (2 sessions)</p> <p>Leadership in Modern Global Business Environment (1 session)</p> <p>Course Review (1 session)</p> <p>Group Assignment (2 sessions)</p>												
Verwendbarkeit für andere Module und Programme	Useful for any further modules with the focus on management and organisational behaviour												
Letztes Freigabedatum	25.06.2021												

Market Economy and Regulatory Frameworks [ECO71203]

Modulkoordinator		Koch, Roland					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		-					
Pflicht-/Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenzunterricht:	37 Acade	Vorlesungsvorbereitung:	122 h	Prüfungsvorbereitung:	-
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)</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) • Climate Regulation, European Green Deal, Strategies to Reduce CO2 • Regulation of the financial sector 1. Consumer Protection 2. Financial Stability of Banks • Regulation of new technologies (access, content regulation, data protection) • Regulation between national markets (WTO rules, BREXIT as a showcase)
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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 • lead and structure discussions concerning regulatory issues based on broad theoretical and practical knowledge 																
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<table border="1" data-bbox="480 1402 1378 1693"> <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>Exam Week</td> </tr> <tr> <td>Presentation of group work</td> <td>10-15 Slides</td> <td>40 points</td> <td>During semester</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	Exam Week	Presentation of group work	10-15 Slides	40 points	During semester	Class participation		20 points	
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<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	10.06.2021

Risk Management [FIN60144]

Modulkoordinator		Santoni, Alessandro					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahlpflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		Markets, Incentives and Ethical Management Financial Markets					

<p>Kurzbeschreibung / Lerninhalte</p>	<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> <p>Bank capital, risk management and regulation Risk factors and risk mapping Computing Value-at-Risk Credit Risk NPL, Coverage Liquidity Risk in banking supervision Capital allocation Fraud and money laundering Case studies</p> <p>Understanding Global Risks ESG Risk Management Understanding ESG Climate Risks TCFD Risk Disclosures Frameworks Biodiversity Risks Financial Ecosystem for Risk Management</p> <p>Asset Allocation and Portfolio Risk Management Asset Bubbles Managing Investment Risks Portfolio Risk Management Client Asset Allocation and Risk Profiling Global Risk Factors and Opportunities</p>
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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 1473"> <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></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		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		30	during the course										

Literaturhinweise	<p>Key suggested readings:</p> <p>Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management. 2018- English edition by Paul Hopkin</p> <p>Risk Management in Banking (Wiley Finance) Paperback – 2015 English edition by Joël Bessis (Autor)</p> <p>Risk and Asset Allocation (Springer Finance) English edition by Attilio Meucci 2010</p> <p>The Black Swan: The Impact of the Highly Improbable: The Impact of the Highly Improbable: With a new section: "On Robustness and Fragility" (Incerto, Band 2) English edition by Nassim Nicholas Nicholas Taleb 2010</p> <p>https://www.bis.org/basel_framework/index.htm?m=3%7C14%7C697</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	21.05.2021

**Spezialmaterien des Unternehmensrechts
[LAW70170]**

Modulkoordinator		Redenius-Hövermann, Julia					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Deutsch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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 2020 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 sind eine Case Study (Gruppenarbeit, schriftliche Ausarbeitung, Präsentation) und eine schriftliche Prüfung 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/M&A 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 eine Case Study sollen eine Schnittstelle bilden zwischen der praktischen und theoretischen Sicht.																
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1"> <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 1382 1256">Abgabe-oder Erstellungszeitraum</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 1256 703 1335">Schriftliche Prüfung</td> <td data-bbox="703 1256 935 1335"></td> <td data-bbox="935 1256 1158 1335">70</td> <td data-bbox="1158 1256 1382 1335"></td> </tr> <tr> <td data-bbox="480 1335 703 1391">Case Study</td> <td data-bbox="703 1335 935 1391"></td> <td data-bbox="935 1335 1158 1391">40</td> <td data-bbox="1158 1335 1382 1391"></td> </tr> <tr> <td data-bbox="480 1391 703 1503">Beteiligung und Präsenz (Kanzleibesuch)</td> <td data-bbox="703 1391 935 1503"></td> <td data-bbox="935 1391 1158 1503">10</td> <td data-bbox="1158 1391 1382 1503"></td> </tr> </tbody> </table>	Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe-oder Erstellungszeitraum	Schriftliche Prüfung		70		Case Study		40		Beteiligung und Präsenz (Kanzleibesuch)		10	
Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe-oder Erstellungszeitraum														
Schriftliche Prüfung		70															
Case Study		40															
Beteiligung und Präsenz (Kanzleibesuch)		10															
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	13.05.2020																

**Taxation of Multinational Enterprises
[FIN60190]**

Modulkoordinator		Busch, Oliver; Jüllich, Malte					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahlpflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	150 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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	<table border="1" data-bbox="480 1283 1378 1417"> <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></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	Final exam		120	End of semester
Type of examination	Duration or length	Performance Points	Due date or date of exam						
Final exam		120	End of semester						
Literaturhinweise	<p>OECD-Model Tax Convention OECD Transfer Pricing Guidelines 2017</p> <p>Further literature will be provided as necessary.</p>								

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	22.06.2020

Business Engineering [MGT70154]

Modulkoordinator		Moormann, Jürgen					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	44 h	Vorlesungs- vorbereitung:	106 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		No formal requirements. However, some sort of knowledge in strategy and organization is needed and helpful.					
Kurzbeschreibung / Lerninhalte		<p>The question, how to create a start-up company or to transform an existing company, is decisive for entrepreneurs and managers likewise. By participating in this course, you have the opportunity to learn how to design a process-based and customer-centered company.</p> <p>The course is strongly methodologically driven. We will use the methodology PROMET, which has been invented at the University of St. Gallen. PROMET includes a procedure to develop the strategic cornerstones and the business processes needed to set up a business. By means of integrated case studies we will conduct small Business Engineering (BE) projects in our course.</p>					
Qualifikationsziele / Lernergebnisse		<p>Particularly, within this course you will</p> <ul style="list-style-type: none"> • acquire a comprehensive understanding of what BE is and why it is needed to develop and run enterprises successfully. • become acquainted with a methodology, which is used in many industries (including financial services, automotive, fashion, food, etc.), and • apply the approach to a specific case. 					
Lernformen, Methodik und Betreuung		The nature of the course is primarily experimental and will be conducted in a workshop style. Reading, Action Learning, and Teamwork will be the main forms of learning.					

<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<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>Exposé (team)</td> <td></td> <td>80 points</td> <td></td> </tr> <tr> <td>Presentation (team)</td> <td></td> <td>20 points</td> <td></td> </tr> <tr> <td>Participation and contribution (single)</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	Exposé (team)		80 points		Presentation (team)		20 points		Participation and contribution (single)		20 points	
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Exposé (team)		80 points															
Presentation (team)		20 points															
Participation and contribution (single)		20 points															
<p>Literaturhinweise</p>	<p>Hammer, M. (2001), The Superefficient Company, in: <i>Harvard Business Review</i> 79, No. 9, pp. 82-91</p> <p>Hammer, M./Champy, J. (1993 or updated and revised version 2003), <i>Re-engineering the Corporation. A Manifesto for Business Revolution</i>, New York: Harper Collins</p> <p>Harmon, P. (2019), <i>Business Process Change</i>, 4. ed., Waltham, MA: Morgan Kaufmann</p> <p>Leyer, M./Moormann, J. (2017), Action learning approach to teaching business engineering methodology, in: <i>Business Process Management Journal</i> 23, No. 1, pp. 130-154</p> <p>Moormann, J. (2015), Business Engineering: How to transform a bank into a process-centered organization, in: <i>BIT. Banking and Information Technology</i> 16, No. 1, pp. 11-25</p> <p>Österle, H./Winter, R. (eds.) (2003), <i>Business Engineering</i>, 2nd, completely revised and extended ed., Berlin: Springer (German)</p> <p>Rosemann, M./vom Brocke, J. (2015), The six core elements of business process management. In: vom Brocke, J./Rosemann, M. (eds.). <i>Handbook on Business Process Management</i>, Vol. 1. 2nd ed., Berlin Heidelberg: Springer, pp. 105-122</p> <p>The Information Management Group (ed.) (2007), <i>PROMET© Business Engineering, Methodenhandbuch/Instruction Manual</i>, St. Gallen: selfpublished (German/English)</p>																
<p>Modulstruktur</p>	<p>Introduction Alternating lectures (theoretical background, use case, special issues) and workshop Presentations</p> <p>Preparation of the topic by reading the book of Hammer and Champy (see Literature) in advance of the lecture</p>																

Verwendbarkeit für andere Module und Programme	All university programs which focus on entrepreneurship, strategy, organization, information systems, digital business, marketing, or general management; Master in Management (all concentrations)
Letztes Freigabedatum	15.06.2021

Entrepreneurship [MGT70925]

Modulkoordinator		Amigoni, Gaja					
Studiengang		Bachelor of Business Administration (B.Sc.)					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	33 h
Voraussetzungen für die Teilnahme		No particular prerequisites.					

<p>Kurzbeschreibung / Lerninhalte</p>	<p>This course provides an environment in which students can experience many of the aspects of being an entrepreneur. It aims to provide students with an understanding of the entrepreneurial process and the various concepts, practices, and tools used in the entrepreneurial arena. The course has a strong focus on gaining experiences in entrepreneurial practice. I hope you will develop an entrepreneurial mindset, which should serve you well in whatever career you chose.</p> <p>One of the main reasons why entrepreneurs fail, is because they did not test their ideas early enough; they did not force themselves to expose their ideas to reality. Thus this course is about learning how to avoid this trap. We will gain experience not in planning how to start a firm but in practicing the things needed to be a successful entrepreneur. The resulting skills will benefit you not only if you want to start new ventures but also with new project in existing organizations. Beyond entrepreneurship, the skills you pick up in the course are core competencies for doing business in consulting, investment banking and for industry jobs.</p> <p>A primary focus of this class will be gaining experience in the practices needed to develop a venture business model. This will require a lot of field work such as conducting experiments to test aspects of the model, talking to potential customers to better understand their needs and talking to potential partners to set up your business.</p> <p>What the class is not about: This course is about learning the practice of being an entrepreneur. It is not about planning, it is about acting: It will not teach you how to write a business plan, it is not about how to get venture capital funding or how to analyze start-ups. The course cannot be successfully completed by only doing research in the library.</p>
<p>Qualifikationsziele / Lernergebnisse</p>	<p><u>Knowledge:</u> On successful completion of this module, students will have a thorough comprehension that entrepreneurship requires being active; they will have an understanding of the practice of entrepreneurship.</p> <p><u>Skills:</u> On successful completion of this module, students will have practiced many of the necessary skills needed to start entrepreneurial projects and companies. Skills such as:</p> <ul style="list-style-type: none"> - Refining ideas - Testing assumptions that underlie an idea - Talking to potential customers, getting feedback about entrepreneurial ideas - Creating experiments to test aspects of a business model - Drawing conclusions from experimental data - Testing ideas in the real world - Prioritizing and synthesizing work <p><u>Competence:</u> On successful completion of this module, students can apply the skills described above.</p>

Lernformen, Methodik und Betreuung	<i>The main task of the class is to develop and test a business idea, thus gaining key skills that are relevant for entrepreneurs but which can also be applied to the wider business context. The class is heavily activity based, with in class exercises, flipped classrooms and team work. The main objective of the class is a group project to develop a business model for an entrepreneurial idea.</i>			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance points	Due date or date of exam
	Group Project & Presentation		75 points	Last day of the course
	Course Final Exam	45 Minutes	45 points	Exam week
Literaturhinweise	No obligatory text book readings are required. Further readings of case studies or articles to be discussed in class will be assigned prior to each relevant class in which they will be discussed.			
Modulstruktur	Over the course of the semester we will cover the main elements of entrepreneurship through the combination of lectures, in-class exercises, independent reading of case studies and articles followed by class analysis and discussion, as well as other forms of supervised learning.			
Verwendbarkeit für andere Module und Programme	Relevant for a module that requires entrepreneurial skills.			
Letztes Freigabedatum	24.06.2021			

Mastering Public Speaking [SOC60126]

Modulkoordinator		Catón, Matthias					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
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"> • Purpose, objective and impact of a speech • Getting ideas for your speeches • Structure and storyline • Storytelling • Visualization and props • Humour • Rhetorical devices • Breathing, voice and filler words • Gestures and body movement • Prepare and rehearse • Gaining exposure 					

<p>Qualifikationsziele / Lernergebnisse</p>	<p>Knowledge: On successful completion of this module, students</p> <ul style="list-style-type: none"> • know the basic structures of speeches and storytelling • are aware of the importance of voice and gestures for the success of a speech <p>Skills: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • prepare a speech • handle nervousness during public speaking situations • evaluate a speech given by others <p>Competencies: On successful completion of this module, students can</p> <ul style="list-style-type: none"> • communicate ideas with confidence in front of medium-sized audiences 																
<p>Lernformen, Methodik und Betreuung</p>	<p>Students will learn the basics of public speaking and try them out through various interactive assignments and exercises.</p>																
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<table border="1" data-bbox="480 1014 1378 1283"> <thead> <tr> <th>Assessment</th> <th>Due date</th> <th>Max. points</th> <th></th> </tr> </thead> <tbody> <tr> <td>Prepared speech</td> <td>During the semester</td> <td>50</td> <td></td> </tr> <tr> <td>Improvised speech</td> <td>During the semester</td> <td>20</td> <td></td> </tr> <tr> <td>Written exam</td> <td>Exam week</td> <td>50</td> <td></td> </tr> </tbody> </table>	Assessment	Due date	Max. points		Prepared speech	During the semester	50		Improvised speech	During the semester	20		Written exam	Exam week	50	
Assessment	Due date	Max. points															
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Improvised speech	During the semester	20															
Written exam	Exam week	50															
<p>Literaturhinweise</p>																	
<p>Modulstruktur</p>	<p>Speaking in public is an essential skill for anyone who aspires a leadership role. In this module, students will learn the theoretical foundations that underlie oral communication and rhetoric. Primarily, though, this is a hands-on module where students are expected to play an active role delivering improvised and prepared speeches.</p>																
<p>Verwendbarkeit für andere Module und Programme</p>	<p>Bachelor Thesis</p>																
<p>Letztes Freigabedatum</p>	<p>17.07.2020</p>																

Trading and Sales [FIN60154]

Modulkoordinator		Dengler, Heike					
Studiengang		Bachelor of Science					
Studienabschnitt		5th semester					
Moduldauer		1 Semester					
Pflicht-/Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
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, financial institutions/risk management regulatory issues. The theoretical aspects will be supplemented by talks of participants and leading practitioners and hands-on front/middle office tool presentations.</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 • Regulation • Introduction to Front Office Systems 					

<p>Qualifikationsziele / Lernergebnisse</p>	<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 discuss 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 front office information systems. <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 <p>and related areas.</p>																				
<p>Art der Prüfungsleistungen im Modul und Akkumulationspunkte</p>	<table border="1" data-bbox="480 1200 1378 1568"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Due Date or Date of exam</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Student presentation</td> <td>30 minutes</td> <td>during semester</td> <td>40PT</td> </tr> <tr> <td>Seminar thesis</td> <td>10 pages</td> <td>during semester</td> <td>40PT</td> </tr> <tr> <td>Oral exam</td> <td>10 minutes</td> <td>during/after semester</td> <td>30PT</td> </tr> <tr> <td>Oral participation</td> <td></td> <td>during semester</td> <td>10PT</td> </tr> </tbody> </table>	Type of examination	Duration or length	Due Date or Date of exam	Points	Student presentation	30 minutes	during semester	40PT	Seminar thesis	10 pages	during semester	40PT	Oral exam	10 minutes	during/after semester	30PT	Oral participation		during semester	10PT
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Seminar thesis	10 pages	during semester	40PT																		
Oral exam	10 minutes	during/after semester	30PT																		
Oral participation		during semester	10PT																		
<p>Literaturhinweise</p>	<ul style="list-style-type: none"> • John C. Hull, Risk Management and Financial Institutions, 5th Edition 																				
<p>Modulstruktur</p>																					
<p>Verwendbarkeit für andere Module und Programme</p>	<p>Asset Management (FIN60600) and Bachelor Thesis (BSc_BT)</p>																				
<p>Letztes Freigabedatum</p>	<p>23.06.2021</p>																				

Accounting and Capital Markets [ACC60106]

Modulkoordinator		Hombach, Katharina					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahlpflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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, credit analysis and equity valuation. We will also discuss accounting topics, such as differences in accounting standards, consolidated accounting and segment reporting, 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; • the intricacies of earnings management • 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 evaluate earnings management measures; • forecasting firms' future financial statements using a structured approach; • using the inputs derived 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.</p>								
Lernformen, Methodik und Betreuung	This course will be taught using an interactive online format.								
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1518 1378 1653"> <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>120 minutes</td> <td>120</td> <td>End of semester</td> </tr> </tbody> </table> <p>The exam date will be communicated by the program office.</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Written exam	120 minutes	120	End of semester
Type of examination	Duration or length	Performance points	Due date or date of exam						
Written exam	120 minutes	120	End of semester						
Literaturhinweise	<ul style="list-style-type: none"> • Lundholm/Sloan, Equity Valuation and Analysis, 5th edition, 2019. • Additional readings A detailed reading list will be provided in the course package.								

Modulstruktur	The course provides the foundations of financial accounting, consolidated accounting and segment reporting. It explores earnings management intentions and possibilities. It also introduces students to financial ratios and profitability analysis. Financial ratios are applied in structured forecasting, credit analysis and equity valuation. 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	02.12.2020

Industry Practice [MGT70952]

Modulkoordinator		Thun, Jörn-Henrik					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		Operations Management					
Kurzbeschreibung / Lerninhalte		Covered industries are the following: Automotive Industry, Steel Industry, Machinery Industry, Electronics Industry, Pharmaceutical Industry, Chemical Industry, Aviation Industry, Food Industry, Apparel Industry, Armament Industry, Oil Industry & Energy Sector, Beverage Industry, Agricultural Industry, Furniture Industry, Tobacco Industry (subject to change)					

Qualifikationsziele / Lernergebnisse	<p>Knowledge: The main purpose of this course is to give insights into several industries such as automotive, machinery or aviation. On successful completion of this module students can:</p> <ul style="list-style-type: none"> • illustrate the developments within the industry, describe typical products, depict a typical supply chain of a company • identify global players and the key suppliers • specify discontinuities within the industry and relevant customer requirements • describe a typical production process and innovative technologies • describe environmental aspects, e.g. ecological footprint, and the impact of globalization in the light of ecological sustainability • reflect about ethical aspects in the context of social sustainability and the relevance of unions <p>Skills: Students will be able to analyse the business environment within the industry they are acting in. On successful completion of this module students can:</p> <ul style="list-style-type: none"> • assess the specific situation a company has to deal with within the particular industry • consider and evaluate diverse perspectives of a company and important decision domains in the specific business context <p>Competence: After the successful completion of this module, students will acquire competence to</p> <ul style="list-style-type: none"> • prepare essential decisions in the respective business environment 																							
Lernformen, Methodik und Betreuung	Teaching in this module is primarily based on practice-oriented presentations in order to give students a practical, hands-on experience. Students need to be prepared to be an active and well-prepared participant of the module and contribute regularly to in-class discussions!																							
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1" data-bbox="480 1547 1378 1935"> <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 (ind.)</td> <td></td> <td>50</td> <td>During the module</td> </tr> <tr> <td>Presentation (group)</td> <td>45 min.</td> <td>50</td> <td>During the module</td> </tr> <tr> <td>Discussion (group)</td> <td></td> <td>10</td> <td>During the module</td> </tr> <tr> <td>Participation (all topics)</td> <td></td> <td>10</td> <td>During the module</td> </tr> </tbody> </table>				Type of Examination	Duration or Length	Performance Points	Due Date or Date of Exam	Presentation (ind.)		50	During the module	Presentation (group)	45 min.	50	During the module	Discussion (group)		10	During the module	Participation (all topics)		10	During the module
Type of Examination	Duration or Length	Performance Points	Due Date or Date of Exam																					
Presentation (ind.)		50	During the module																					
Presentation (group)	45 min.	50	During the module																					
Discussion (group)		10	During the module																					
Participation (all topics)		10	During the module																					
Literaturhinweise	Business Reports, newspaper articles, interviews with experts, statistics, etc.																							

Modulstruktur	Lectures will be scheduled throughout the semester. In the module, students will prepare presentations on a different industries. Since a final exam at the end of the semester is not planned, individual performance and participation in group work concerning the presentation is essential for the final grade. Furthermore, individual contributions to discussions of other topics are important.
Verwendbarkeit für andere Module und Programme	Other Electives; Master's Thesis
Letztes Freigabedatum	09.06.2021

**Environmental Economics and Energy
Finance [FIN60125]**

Modulkoordinator		Moslener, Ulf					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahlpflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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	<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>In-class presentation (plus 2 page handout) plus active participation in discussions</td> <td></td> <td>30</td> <td>End of semester</td> </tr> <tr> <td>Written exam</td> <td>90 min.</td> <td>90</td> <td>to be determined</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	In-class presentation (plus 2 page handout) plus active participation in discussions		30	End of semester	Written exam	90 min.	90	to be determined
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In-class presentation (plus 2 page handout) plus active participation in discussions		30	End of semester										
Written exam	90 min.	90	to be determined										
Literaturhinweise	<p>Perman, P., Y. Ma, J. McGilvray and M. Common (2003): Natural Resource and Environmental Economics. Addison Wesley, 3rd edition.</p> <p>Kolstad, C.: Environmental Economics, Oxford.</p> <p>On much of the subject there is not yet a well-established body of literature. Additional course material, journal articles, etc. will therefore be provided during the course if appropriate.</p>												

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	21.07.2020

Microfinance [FIN71212]

Modulkoordinator		Winkler, Adalbert					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		None					
Kurzbeschreibung / Lerninhalte		<p>This course aims at familiarizing students with the theoretical foundations and the empirical evidence of microfinance. It is based on the following questions:</p> <ul style="list-style-type: none"> • What is microfinance? Why has it become a key tool in fostering financial development and providing access to financial services for the poor in many emerging markets and developing countries? • How do microfinance institutions operate? Do they square outreach with sustainability and profitability? What is the role of development (financial) institutions in establishing and supporting MFIs? • What are microfinance credit technologies and what are their peculiarities? • How do we measure the impact of microfinance? <p>To answer these questions, the course will start with a short introduction on the world's poor, the poor and their money, and the theory of change microfinance is built upon. We continue with four sections on microfinance institutions, covering (the shortcomings of) early initiatives to foster microenterprises and small businesses via the financial sector, the market oriented institution-building approach, stylized facts about microfinance institutions as they operate today and controversies about the way they operate. A key focus of the course is on microfinance credit technologies and their capacity to reduce transaction and risk costs which are dealt with in the third part of the course. Finally, we discuss the evidence on microfinance' impact in the last section.</p>					

Qualifikationsziele / Lernergebnisse	<p><i>Knowledge:</i> On successful completion of this module, students will have an in-depth understanding of microfinance, e.g. they can:</p> <ul style="list-style-type: none"> • Explain the development of microfinance since the mid-1970s and key factors driving this development • Summarize and evaluate the modern theory of finance and its applicability to microfinance <p><i>Skills:</i> On successful completion of this module, students will have the proven ability to apply their knowledge on microfinance, e.g they can:</p> <ul style="list-style-type: none"> • Debate different approaches to microfinance based on the knowledge of the technologies and theories mentioned above • Appraise different credit technologies used in lending to microbusiness on the basis of the theories mentioned above. • Assess the impact of microfinance from a theoretical and empirical perspective <p><i>Competence:</i> On successful completion of this module, students can take responsibility to transfer the learned concepts to real world situations pertaining microfinance, e.g. they can:</p> <ul style="list-style-type: none"> • Apply the respective technologies and theoretical insights when assessing microfinance projects in real-life situations and in the policy debate on microfinance • Appraise the impact of microfinance institutions based on different impact study methodologies 												
Lernformen, Methodik und Betreuung	Interactive lecture												
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Group paper	max 4 pages	36 (30%)	End of module										
Exam	84 minutes	84 (70%)	End of module										

<p>Literaturhinweise</p>	<p>Armendáriz de A. B., Morduch, J., (2010): The Economics of Microfinance. Massachusetts Institute of Technology, in particular chapters 4, 5, 6 and 9.</p> <p>Banerjee, Abhijit, Dean Karlan, and Jonathan Zinman, (2015). Six Randomized Evaluations of Microcredit: Introduction and Further Steps. American Economic Journal: Applied Economics 7(1), 1–21.</p> <p>Cull, R., Demirguc-Kunt, A. and Morduch, J., (2008): Microfinance Meets the Market, World Bank Policy Research Working Paper No. 4630, Washington DC.</p> <p>Morduch, J., (1999): The Microfinance Promise. Journal of Economic Literature, 37: 1569–1614.</p> <p>Terberger, E., Winkler, A. (2021). Microfinance and Development: Policy Perspectives, in: Zafarullah, H., Huque, A. S. (eds.), Handbook of Development Policy, Edward Elgar Publishing, forthcoming</p> <p>You might also consult the textbook by Watkins, T.A. (2018), Introduction to microfinance, New Jersey, World Scientific Publishing</p> <p>and the new volume by Lieberman, I. W., DiLeo, P., Watkins, T. A., Kanze, A. (Eds.). (2020). The future of microfinance. Brookings Institution Press,</p>
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Modulstruktur

Course outline
I. Introduction

1. The World's Poor
2. The Poor and their money
3. The microfinance theory of change

II. Microfinance institutions

1. Early initiatives of microenterprise /small business support via the financial sector
2. Market-oriented institution building
3. Microfinance institutions today
4. Microfinance institutions – controversies

III. Microfinance credit technologies

1. Group lending
2. Unconventional individual lending
3. Empirical evidence

IV. Microfinance impact

From storytelling to rigorous analysis

Papers for review:

Microfinance institutions

1. Battilana, J., Dorado, S., (2010). Building sustainable hybrid organizations: The case of commercial microfinance organizations. *Academy of Management Journal* 53(6), 1419-1440.
2. Bogan, V. L. (2012). Capital structure and sustainability: An empirical study of microfinance institutions. *Review of Economics and Statistics*, 94(4), 1045-1058
3. Brown, M., Guin, B., & Kirschenmann, K. (2016). Microfinance banks and financial inclusion. *Review of Finance*, 20(3), 907-946.
4. Cobb, J. A., Wry, T., & Zhao, E. Y. (2016). Funding financial inclusion: Institutional logics and the contextual contingency of funding for microfinance organizations. *Academy of Management Journal*, 59(6), 2103-2131.
5. D'Espallier, B., Goedecke, J., Hudon, M., Mersland, R. (2017). From NGOs to banks: Does institutional transformation alter the business model of microfinance institutions?. *World Development*, 89, 19-33.
6. Guinnane, T. W. (2011). The early German credit cooperatives and microfinance organizations today: similarities and differences. *The Handbook of Microfinance.*, 77-100.
7. Mersland, R., & Strøm, R. Ø. (2009). Performance and governance in microfinance institutions. *Journal of Banking & Finance*, 33(4), 662-669.

8. Zamore, S., Beisland, L. A., & Mersland, R. (2021). Excessive Focus on Risk? Non-performing Loans and Efficiency of Microfinance Institutions.

Microfinance credit technologies

1. Beck, T., Behr, P. (2017), Individual versus Village Lending: Evidence from Montenegro, *Review of Development Economics*, 21(4), e67-e87
2. De Haas, R., M. Millone, and J. Bos (2020), "Information sharing in a competitive microcredit market", *Journal of Money, Credit, and Banking*, forthcoming

Microfinance impact

1. Abrar, A., Hasan, I., & Kabir, R. (2021). Finance-growth nexus and banking efficiency: The impact of microfinance institutions. *Journal of Economics and Business*, 114.
2. Banerjee, Á., Breza, E. Duflo, E. Kinnan, C. (2019), Can Microfinance Unlock a Poverty Trap for Some Entrepreneurs? NBER Working Paper No. 26346, October
3. Breza, E., & Kinnan, C. (2018). Measuring the equilibrium impacts of credit: Evidence from the Indian microfinance crisis (No. w24329). National Bureau of Economic Research.
4. Crépon, B., Devoto, F., Duflo, E., Parienté, W. (2015). Estimating the impact of microcredit on those who take it up: Evidence from a randomized experiment in Morocco. *American Economic Journal: Applied Economics*, 7(1), 123-50.
5. Dahal, M., Fiala, N. (2020). What do we know about the impact of microfinance? The problems of statistical power and precision. *World Development*, 128, 104773.
6. Schicks, J. (2014). Over-indebtedness in Microfinance – an empirical analysis of related factors on the borrower level. *World Development*. 54, 301-324.

Microfinance and macroeconomics

1. Ahlin, C., Lin, J., Maio, M. (2011). Where does microfinance flourish? Microfinance institution performance in macroeconomic context. *Journal of Development Economics*, 95(2), 105-120
2. Imai, K. S., Gaiha, R., Thapa, G., & Annim, S. K. (2012). Microfinance and poverty—a macro perspective. *World development*, 40(8), 1675-1689.
3. Xu, S., Copestake, J., Peng, X. (2016). Microfinance institutions' mission drift in macroeconomic context. *Journal of International Development*, 28(7), 1123-1137.
4. Awaworyi Churchill, S. (2019). The macroeconomy and microfinance outreach: a panel data analysis. *Applied Economics*, 51(21), 2266-2274.

Verwendbarkeit für
andere Module und
Programme

Other Concentration Modules

Letztes Freigabedatum	28.06.2021
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**The Future of Banking in a Digitalized World
[INF50024]**

Modulkoordinator		Fischer, Leonhard H.					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Pflicht					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	90 h	Prüfungs- vorbereitung:	32 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:</p> <p>(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.</p> <p>(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:</p> <ul style="list-style-type: none"> - 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>Skills: On successful completion of the module:</p> <ul style="list-style-type: none"> - 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>Competence: On successful completion of the module:</p> <ul style="list-style-type: none"> - 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>Lernformen, Methodik und Betreuung</p>	<p>Interactive lectures, case study analysis and group participation.</p>

Art der Prüfungsleistungen im Modul und Akkumulationspunkte	<table border="1"> <thead> <tr> <th data-bbox="480 371 700 450">Type of examination</th> <th data-bbox="700 371 938 450">Duration or length</th> <th data-bbox="938 371 1157 450">Due Date or Date of Exam</th> <th data-bbox="1157 371 1377 450">Points</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 450 700 510">Written exam</td> <td data-bbox="700 450 938 510">50 Minutes</td> <td data-bbox="938 450 1157 510">End of module</td> <td data-bbox="1157 450 1377 510">50</td> </tr> <tr> <td data-bbox="480 510 700 589">Team presentation</td> <td data-bbox="700 510 938 589">30 Minutes</td> <td data-bbox="938 510 1157 589">During module</td> <td data-bbox="1157 510 1377 589">50</td> </tr> <tr> <td data-bbox="480 589 700 667">Individual performance</td> <td data-bbox="700 589 938 667"></td> <td data-bbox="938 589 1157 667">Continuos assessment</td> <td data-bbox="1157 589 1377 667">20</td> </tr> </tbody> </table>	Type of examination	Duration or length	Due Date or Date of Exam	Points	Written exam	50 Minutes	End of module	50	Team presentation	30 Minutes	During module	50	Individual performance		Continuos assessment	20
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Written exam	50 Minutes	End of module	50														
Team presentation	30 Minutes	During module	50														
Individual performance		Continuos assessment	20														
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	02.12.2020																

Strategic Competition [MGT72092]

Modulkoordinator		Reisinger, Markus					
Studiengang		Bachelor of Science					
Studienabschnitt		5th Semester					
Moduldauer		1 Semester					
Pflicht- /Wahlpflichtmodul		Wahl					
Credits:		6					
Häufigkeit des Angebots		Jährlich					
Sprache		Englisch					
Workload:	1 h	Präsenz- unterricht:	37 Acade	Vorlesungs- vorbereitung:	122 h	Prüfungs- vorbereitung:	-
Voraussetzungen für die Teilnahme		?Microeconomics I? and ?Markets, Incentives, and Ethical Management? .					
Kurzbeschreibung / Lerninhalte		<ul style="list-style-type: none"> • Refresher on competition with homogeneous products • Product differentiation • Competitive effects of horizontal mergers • Price discrimination • Network effects and switching costs • Bundling and tying • Vertical market structures 					

<p>Qualifikationsziele / Lernergebnisse</p>	<p><i>Knowledge:</i> On successful completion of this module, students will have an in-depth understanding of strategic competition, e.g., they can:</p> <ul style="list-style-type: none"> • Easily understand important principles of competition which can be applied to several industries • Acquire a deeper knowledge about the competitive consequences of mergers between big companies (e.g., Siemens - Alstom) or exclusive dealing arrangements, which are regularly discussed in the news • Understand how phenomena that are paramount in modern markets, such as network effects or bundling, shape competition • Identify regularities in different situations of competition, which can be very helpful in many business situations • Identify business tactics, which enhance the profitability of the company, taking into account the moves by competitors <p><i>Skills:</i> On successful completion of this module, students will have the proven ability to apply acquired concepts to issues related to strategic competition, e.g. they can:</p> <ul style="list-style-type: none"> • Strategically assess advantages and problems associated with competition • Apply regularities to unknown situations pertaining to competition, which is helpful in almost all business situations • Have a fundamental understanding of business strategies and the situations where different tactics can be successful and where they are likely to fail • Deepen their knowledge on strategic and marketing tools employed by many companies <p><i>Competence:</i> On successful completion of this module, participants will be competent in tackling complex situations regarding competition, e.g. they can:</p> <ul style="list-style-type: none"> • Anticipate strategic moves of competitors and find the optimal reaction to it • Gain strategic advantages in competitive environments
<p>Lernformen, Methodik und Betreuung</p>	<p>The basic teaching format will be lectures, in which the main material will be explained in detail. These lectures are accompanied by problem sets, which will be discussed together. There will also be extensive self-explanatory solutions to the problems as an online material. In addition, each block of the lecture contains a small “case study” in which the insights of the lectures can be explained. We will also discuss recent competition cases and how antitrust authorities, such as the Bundeskartellamt, evaluated and them and enforced their decision.</p>

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Type of Examination	Duration or Length	Performance Points	Due Date or Date of Exam						
Written exam	120 min	120	Tbd						
Literaturhinweise	<ul style="list-style-type: none"> • Belleflamme, Paul and Martin Peitz: Industrial Organization: Markets and Strategies, Cambridge University Press, 2010 								
Modulstruktur	<p>The way companies compete in most modern industries causes challenges for managers at almost all hierarchy levels. In particular, foreseeing moves of competitors or competitors' reactions to own pricing tactics or marketing tools is important for the success of companies. As an example, in a market with strong networks effects, is it profitable to make a product compatible with the one of the competitors or should a company refrain from doing so? For a manufacturer who sells a popular brand through retailers, is it better to offer an exclusive contract to a specific retailer or not? How can a planned merger between two big firms, such as Siemens and Alstom, be evaluated from a competitive perspective?</p> <p>This module tackles these and several other kinds of questions. It applies simple game-theoretic concepts to understand strategic moves of firms and to determine if specific actions trigger favourable or unfavourable responses by competitors. The modul explains in detail the economic reasoning behind the market outcomes and determines which situations are favourable for firms and which ones should be avoided.</p> <p>In all topics, the module also refers to recent anti-trust cases, involving e. g. Google's search engine listings and exclusive distribution of the Bundesliga games on Sky. In these cases, antitrust agencies scrutinized the practices pursued by companies, sometimes leading to high cartel fines. Each topic is also accompanied by a "small case" study which provides an example of firm behaviour.</p>								
Verwendbarkeit für andere Module und Programme	The methods and insights from the course are helpful to students in many further subjects of their studies. For example, the course relates to Marketing topics by analysing marketing tools often used by firms. The course also relates to Strategy by giving a more rigorous basis for some of the concepts taught there and explains strategies used by firms in competitive environments. Finally, on a global level, the course enables students to better understand several competitive situations and the strategies of firms.								
Letztes Freigabedatum	24.06.2021								