

# Frankfurt School Exchange Student Information

## Overview of Winter Semester 2022/23 BSc Modules

This catalogue is subject to change

<b>Elective Modules in Q1 (1 Sep to 18 Oct 2022)</b>	<b>Elective Modules in Q2 (27 Oct to 13 Dec 2022)</b>
Accounting and Capital Markets	Applied Persuasion
Entrepreneurship	Asset Management
Environmental Economics and Energy Finance	Blockchain
Evidence Based Management	Business Strategy
International Trade and Economic Integration	Challenges of the European Union and the Euro Area
Leadership	Corporate Sustainability Strategy
Mastering Public Speaking	Market Economy and Regulatory Frameworks
Haftung von Unternehmen Geschäftsführern, Vorständen und Aufsichtsräten - Gesellschaftsrecht, Kartellrecht, Strafrecht (Only in German)	Mergers & Acquisitions
	Risk Management
	Strategic Competition
	The future of banking in a digitalized world
	Trading and Sales
	Understanding China's Economy
<b>Elective Modules block offer (between 15-31 Aug 2022, with exception of the Orientation Days)</b>	
Consumer Behavior - Takes place before the official semester starts!	

## Further Information about the modules:

- The winter semester is structured in two quarters with the following dates:  
Q1: 1 September – 18 October 2022 // exam period: 19-26 October 2022  
Q2: 27 October – 13 December 2022 // exam period: 14-21 December 2022  
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 Friday evenings and 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.
- 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 as 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!
- It is not possible to select courses from the Master Programme.

**Leadership [SOC60215]**

Module Coordinator		Aktay, Basak			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		None			

<p>Content</p>	<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 this course.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• In the next module, 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.</li> <li>• 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.</li> <li>• Finally, the course will apply current theories and frameworks to explore leadership in today's dynamic and uncertain business environment, considering digital transformation, globalization, diverse teams, and the ever-changing challenges brought on by rapid innovation.</li> </ul> <p>Many case studies involving extensive in-class group work, and a group assignment on the analysis of a specific selected leader will be incorporated into the course.</p> <p>In this highly interactive course, the students are expected to contribute actively during the classes on the several topics studied.</p>
<p>Intended Learning Outcomes</p>	<p>After completing the Leadership module, students will be able to:</p> <ul style="list-style-type: none"> <li>• comprehend key leadership concepts</li> <li>• distinguish between leadership styles</li> <li>• get an insight of their own personality characteristics that could impact their leadership style</li> <li>• recognize and implement effective leadership principles at the individual level</li> <li>• comprehend key concepts in group dynamics</li> <li>• understand the factors that influence motivation, power, and conflict management.</li> <li>• analyse and evaluate current leadership paradigms.</li> <li>• present their opinions and ideas in front of an audience</li> </ul>
<p>Forms of teaching, methods and support</p>	<ul style="list-style-type: none"> <li>• Strong in-class participation</li> <li>• Self-assessment</li> <li>• Team assignments and presentations</li> </ul> <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>

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date
	Final exam	60 min	60	Exam Week
	Team assignments and presentations		60	End of course
Recommended Literature	<ul style="list-style-type: none"> <li>Robbins, Stephen P. / Judge, Timothy A. (2019): Organizational behavior, 18th edition, Pearson. (or 17th edition 2018)</li> <li>Northouse, Peter G. (2018): Leadership – Theory &amp; Practice, 8th edition, Sage. (or 7th edition)</li> </ul> <p>All other reading or case material will be provided.</p>			
Module Structure	<p><b>Topics covered</b></p> <p><b>Theory of Leadership (3 sessions)</b></p> <p><b>Leadership – Individual Level (2 sessions)</b></p> <p><b>Leadership – Group Level (2 sessions)</b></p> <p><b>Leadership in Modern Global Business Environment (1 session)</b></p> <p><b>Group Assignment (2 sessions)</b></p> <p><b>Course Review (1 session)</b></p>			
Usability in other Modules/Programmes	Useful for any further modules with the focus on management and organisational behaviour			
Last Approval Date	2022/05/03			

**Mastering Public Speaking [SOC60140]**

Module Coordinator		Catón, Matthias			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		General knowledge based on completed secondary education			
Content		<p>Topics covered will include:</p> <ul style="list-style-type: none"> <li>• Purpose, objective and impact of a speech</li> <li>• Getting ideas for your speeches</li> <li>• Structure and storyline</li> <li>• Storytelling</li> <li>• Visualization and props</li> <li>• Humour</li> <li>• Rhetorical devices</li> <li>• Breathing, voice and filler words</li> <li>• Gestures and body movement</li> <li>• Prepare and rehearse</li> <li>• Gaining exposure</li> </ul>			

<b>Intended Learning Outcomes</b>	<p><b>Knowledge:</b>  On successful completion of this module, students</p> <ul style="list-style-type: none"> <li>• know the basic structures of speeches and storytelling</li> <li>• are aware of the importance of voice and gestures for the success of a speech</li> </ul> <p><b>Skills:</b>  On successful completion of this module, students can</p> <ul style="list-style-type: none"> <li>• prepare a speech</li> <li>• handle nervousness during public speaking situations</li> <li>• evaluate a speech given by others</li> </ul> <p><b>Competencies:</b>  On successful completion of this module, students can</p> <ul style="list-style-type: none"> <li>• communicate ideas with confidence in front of medium-sized audiences</li> </ul>																
<b>Forms of teaching, methods and support</b>	Students will learn the basics of public speaking and try them out through various interactive assignments and exercises.																
<b>Type of Assessment(s) and performance</b>	<table border="1" data-bbox="480 1043 1378 1335"> <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>Prepared speech</td> <td></td> <td>50</td> <td>During course</td> </tr> <tr> <td>Improvised speech</td> <td></td> <td>20</td> <td>During course</td> </tr> <tr> <td>Written exam</td> <td></td> <td>50</td> <td>Exam Week</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date	Prepared speech		50	During course	Improvised speech		20	During course	Written exam		50	Exam Week
Type of examination	Duration or length	Performance Points	Due date														
Prepared speech		50	During course														
Improvised speech		20	During course														
Written exam		50	Exam Week														
<b>Recommended Literature</b>																	
<b>Module Structure</b>	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.																
<b>Usability in other Modules/Programmes</b>	Bachelor Thesis																
<b>Last Approval Date</b>	2022/05/10																

**Challenges of the European Union and the  
Euro Area [ECO70191]**

Module Coordinator		Donado, Alejandro			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Microeconomics, macroeconomics			
Content		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.			



Intended Learning Outcomes	<p><b>Knowledge:</b> On successful completion of this module, students will possess knowledge:</p> <ul style="list-style-type: none"> <li>• about the historical evolution, the structure, and the working of the European Union (EU) and of the European Monetary Union (EMU).</li> <li>• 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.</li> </ul> <p><b>Skills:</b> On successful completion of this module, the students will have the proven ability to:</p> <ul style="list-style-type: none"> <li>• describe the main features and economic policies of the EU and the EMU.</li> <li>• apply theoretical concepts and analytical tools in assessing the major challenges of the EU and of the euro zone.</li> </ul> <p><b>Competencies:</b> On successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• form an argument-based own view on important EU and EMU-related issues.</li> <li>• compare economic policies across the EU member states.</li> </ul>								
Forms of teaching, methods and support	The course combines elements of a lecture with active participation from the students.								
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1149 1378 1283"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance Points</th> <th>Date of exam</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>120 min.</td> <td>120</td> <td>Exam Week</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Date of exam	Written exam	120 min.	120	Exam Week
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Written exam	120 min.	120	Exam Week						
Recommended Literature	Baldwin, Richard / Wyplosz, Charles. (2019), <i>The Economics of European Integration</i> . Sixth edition, London (McGraw-Hill Education)								
Module Structure	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								
Usability in other Modules/Programmes	International Economics; International Trade and Economic Integration; Monetary Theory and Policy; FX Markets and Exchange Rate Determination.								
Last Approval Date	2022/04/19								

**International Trade and Economic Integration  
[ECO60164]**

Module Coordinator		Donado, Alejandro			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Microeconomics, macroeconomics			
Content		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.			

<p>Intended Learning Outcomes</p>	<p><b>Knowledge:</b> On successful completion of this module, students will</p> <ul style="list-style-type: none"> <li>• know the main theories that explain why countries engage in international trade,</li> <li>• understand the advantages and disadvantages of international trade.</li> </ul> <p><b>Skills:</b> On successful completion of this module, students will have the analytical tools to assess</p> <ul style="list-style-type: none"> <li>• why international trade is a politically contentious issue,</li> <li>• why trade can affect the distribution of income within countries.</li> </ul> <p><b>Competencies:</b> On successful completion of the module, students will be able to assess and discuss</p> <ul style="list-style-type: none"> <li>• current trade policies,</li> <li>• protectionist measures of national governments,</li> <li>• the impact of recent developments in international trade on individual countries.</li> </ul>								
<p>Forms of teaching, methods and support</p>	<p>The course combines elements of a lecture with active participation from the students.</p>								
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1115 1378 1249"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>120 min.</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 min.	120	Exam Week
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Written exam	120 min.	120	Exam Week						
<p>Recommended Literature</p>	<ul style="list-style-type: none"> <li>• Krugman, Paul R. / Obstfeld, Maurice / Melitz, Marc J. (2018), <i>International Economics: Theory and Policy</i>. Eleventh edition, Boston et al. (Pearson).</li> <li>• Feenstra, Robert C. / Taylor, Alan M. (2020), <i>International Economics</i>. Fifth edition, New York (Worth Publishing).</li> </ul>								
<p>Module Structure</p>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. World trade: An overview</li> <li>3. Labor productivity and comparative advantage: The Ricardian model</li> <li>4. Specific factors and income distribution</li> <li>5. Resources and trade: The Heckscher-Ohlin model</li> <li>6. The Standard Trade Model</li> <li>7. External economies of scale and the international location of production</li> <li>8. The instruments of trade policy</li> </ol>								

Usability in other Modules/Programmes	International Economics; International Business; International Management; FX Markets and Exchange Rate Determination; Challenges of the European Union and the Euro Area.
Last Approval Date	2022/04/19

**Market Economy and Regulatory Frameworks [ECO71204]**

Module Coordinator		Koch, Roland			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		General knowledge based on completed secondary education.			

<p>Content</p>	<p>Regulation is covering more and more business sectors. Digitalization and decarbonization lead regulation in market economies in a new dimension and have to be observed in any business decision.</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"> <li>1. Theory of market economy</li> <li>2. Types of market inefficiencies</li> <li>3. Fundamentals of regulation</li> <li>4. Instruments of regulation</li> <li>5. International trade and regulation</li> </ol> <p>Chapter 2:</p> <p>Modules will be transformed in practical experiences in selected business areas (potential items for group presentations):</p> <ul style="list-style-type: none"> <li>• Ordonnance of Digital Markets, the new European Regulation with Digital Markets Act and Digital Service Act</li> <li>• Regulation and antitrust policy. Should the GAFAS be broken up</li> <li>• Climate Regulation, European Green Deal, Economic impact of the EU-Green Taxonomy and Emission Trading System</li> <li>• Regulation of the financial sector <ol style="list-style-type: none"> <li>1. Consumer Protection</li> <li>2. Financial Stability of Banks</li> </ol> </li> <li>• Regulation between national markets (WTO rules, BREXIT as a showcase, the role of sanctions)</li> </ul>
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<p>Intended Learning Outcomes</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"> <li>• explain the different levels of regulation globally and by country</li> <li>• describe the political rationale of increasing worldwide demand for deeper regulation</li> <li>• recognize the resulting challenges for the economy</li> </ul> <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"> <li>• identify challenges of specific business environments like sector regulation (e.g. telecommunications, banking, energy)</li> <li>• estimate wage bargaining of other politically determined standards (e.g. minimum wages, gender quotas)</li> <li>• develop criteria to forecast the probability of regulatory initiatives</li> <li>• demonstrate effective presentation skills</li> </ul> <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"> <li>• critically analyse the impact of different regulatory initiatives on outcome</li> <li>• lead and structure discussions concerning regulatory issues based on broad theoretical and practical knowledge</li> </ul>																
<p>Type of Assessment(s) and performance</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>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 module</td> </tr> <tr> <td>Class participation</td> <td></td> <td>20 points</td> <td>During module</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 module	Class participation		20 points	During module
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Recommended Literature	<ul style="list-style-type: none"> <li>• Fritsch, M. (2014). Marktversagen und Wirtschaftspolitik (9th edition). Munich: Vahlen.</li> <li>• Krugman, P.R., Obstfeld, M. &amp; Melitz, M.J. (2014). International Economics (10th edition). Essex: Pearson.</li> <li>• Mankiw, N.G. &amp; Taylor, M.P. (2014). Economics (3rd edition). Andover: Cengage Learning.</li> <li>• Baldwin, Cave, Lodge (2012). Understanding Regulation. Oxford, University Press</li> </ul>
Module Structure	
Usability in other Modules/Programmes	Bachelor Thesis
Last Approval Date	2022/04/21



### Understanding China's Economy [ECO71205]

Module Coordinator		Löchel, Horst			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Macroeconomics			
Content		<p>China's economic success since the country started its reform and opening up policy under Deng Xiaoping in 1978 is unrivalled. Today, the economy is the second largest in the world and will become the largest one in about five years from now. Although continuously declining, the annual growth rate is still around five percent. The country is also underway to become a leading technological powerhouse and has the second largest financial markets of the world. Social progress is impressive as well. In the last forty years, the country has raised 800 million people from extreme poverty and GDP-per-capita reaches a high middle-income level. Internationally, China is the largest global trade nation with a high level of Foreign and Overseas Direct Investment as well. The Chinese currency, the Renminbi or Yuan, is part of the Special Drawing Rights of the IMF since 2015 and frequently used in international trade.</p> <p>Against this background, the elective focusses on the performance and challenges of China's domestic economy including current economic policy. In a second step, the international economic rise of China will be discussed and the consequences for the 'West': partner, competitor, or system rival? The elective concludes with a more theoretical discussion about the question how to describe China's economic system at best in comparison with advanced economies: state capitalism, grand steering, or structured economy?</p>			

Intended Learning Outcomes	<ul style="list-style-type: none"> <li>• <b>Knowledge:</b> Students will understand the domestic and international features of China's economy in a comprehensive way.</li> <li>• <b>Skills:</b> Students will apply macroeconomic concepts of the closed and open economy for the case of China.</li> <li>• <b>Competencies:</b> Students will learn to develop a justified opinion about the complex relationship between economics and politics in China.</li> </ul>												
Forms of teaching, methods and support	Lecture and case study discussion in classroom; reading at home.												
Type of Assessment(s) and performance	<table border="1" data-bbox="480 842 1378 1106"> <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>Team Presentation</td> <td>30 minutes incl. Q&amp;A</td> <td>60</td> <td>During the course</td> </tr> <tr> <td>Written Exam</td> <td>60 minutes</td> <td>60</td> <td>Exam Week</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Team Presentation	30 minutes incl. Q&A	60	During the course	Written Exam	60 minutes	60	Exam Week
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Team Presentation	30 minutes incl. Q&A	60	During the course										
Written Exam	60 minutes	60	Exam Week										
Recommended Literature	<p>Cases and articles will be issued for each session upfront to the course.</p> <p>General recommended readings:</p> <ul style="list-style-type: none"> <li>• David Dollar, Yiping Huang and Yang Yao (ed., 2020), China 2049 – Economic challenges of a rising global power”, Washington DC</li> <li>• Economy, Elizabeth C. (2022), The World According to China, Cambridge (UK)</li> <li>• Fu, Xiaolan, Mc Kern, Bruce and Chen, Jin (ed), The Oxford Handbook of China Innovation, New York 2021</li> <li>• Garnaut, R., Fang, C. and Song, L (ed., 2018), China's 40 Years of Reform and Development 1978 – 2018, Sydney</li> <li>• Lardy. Nicholas R. (2019), The State Strikes Back – The End of Economic Reform in China?”, Washington DC, 2019</li> <li>• Naughton, Barry J. (2018), The Chinese Economy, Cambridge (Mass.)</li> <li>• Schumann, Michael (2020), Superpower Interrupted, New York</li> <li>• Zeng, Ka (ed., 2019), Handbook of the International Political Economy of China, Massachusetts (US)</li> </ul>												
Module Structure	<ul style="list-style-type: none"> <li>• <b>Session 1:</b> Development and Performance of China's Macroeconomy</li> <li>• <b>Session 2:</b> Long-Term Economic Challenges and Policy Goals of China</li> <li>• <b>Session 3:</b> China's Financial System</li> <li>• <b>Session 4:</b> Global Dimensions of China's Economy</li> <li>• <b>Session 5:</b> The Political Economy of China</li> <li>• <b>Session 6:</b> Wrap-Up</li> </ul>												

Usability in other Modules/Programmes	-
Last Approval Date	2022/04/14

**Strategic Competition [MGT72093]**

Module Coordinator		Reisinger, Markus			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		"Microeconomics and Decision Theory" and "Markets, Incentives, and Ethical Management"			
Content		<ul style="list-style-type: none"> <li>• Refresher on competition with homogeneous products</li> <li>• Product differentiation</li> <li>• Competitive effects of horizontal mergers</li> <li>• Vertical market structures</li> <li>• Price discrimination</li> <li>• Bundling and tying</li> <li>• Network effects and switching costs</li> </ul>			

<p>Intended Learning Outcomes</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"> <li>• Easily understand important principles of competition which can be applied to several industries</li> <li>• Acquire a deeper knowledge of the competitive consequences of mergers between big companies (e.g., Siemens - Alstom) or exclusive dealing arrangements, which are regularly discussed in the news</li> <li>• Understand how phenomena that are paramount in modern markets, such as network effects or bundling, shape competition</li> <li>• Identify regularities in different situations of competition, which can be very helpful in many business situations</li> <li>• Identify business tactics, which enhance the profitability of the company, taking into account the moves by competitors</li> </ul> <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"> <li>• Strategically assess advantages and problems associated with competition</li> <li>• Apply regularities to unknown situations pertaining to competition, which is helpful in almost all business situations</li> <li>• Have a fundamental understanding of business strategies and the situations where different tactics can be successful and where they are likely to fail</li> <li>• Deepen their knowledge on strategic and marketing tools employed by many companies</li> </ul> <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"> <li>• Anticipate strategic moves of competitors and find the optimal reaction to it</li> <li>• Gain strategic advantages in competitive environments</li> </ul>
<p>Forms of teaching, methods and support</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 Federal German Cartel Office, evaluated them and enforced the respective decision.</p>

Type of Assessment(s) and performance	<table border="1"> <thead> <tr> <th data-bbox="480 342 700 421">Type of Examination</th> <th data-bbox="700 342 935 421">Duration or Length</th> <th data-bbox="935 342 1155 421">Performance Points</th> <th data-bbox="1155 342 1375 421">Due Date or Date of Exam</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 421 700 477">Written exam</td> <td data-bbox="700 421 935 477">120 min</td> <td data-bbox="935 421 1155 477">120</td> <td data-bbox="1155 421 1375 477">Exam Week</td> </tr> </tbody> </table>	Type of Examination	Duration or Length	Performance Points	Due Date or Date of Exam	Written exam	120 min	120	Exam Week
Type of Examination	Duration or Length	Performance Points	Due Date or Date of Exam						
Written exam	120 min	120	Exam Week						
Recommended Literature	<ul style="list-style-type: none"> <li>• Belleflamme, Paul and Martin Peitz: Industrial Organization: Markets and Strategies, Cambridge University Press, 2010</li> </ul>								
Module Structure	<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>								
Usability in other Modules/Programmes	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.								
Last Approval Date	2022/05/02								

**Asset Management [FIN60604]**

Module Coordinator		Stotz, Olaf			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Good understanding of finance and statistics			

<p>Content</p>	<p>Asset management will be discussed from the perspective of capital markets and investors. An asset manager has to combine goals of investors and risk and return properties of capital markets. Students will learn how to optimally combine those three elements – capital market conditions, investor’s goals and the resulting optimal portfolios. In recent years, non-financial goals (i.e. sustainability) have gained importance. How to incorporate non-financial goals will, therefore, also be addressed. Theoretical models and empirical observations help to understand how to trade of capital market conditions and investors goals.</p> <p>During the module students will develop and backtest an investment strategy using elements of the lectures and implement this strategy (Learning by doing). At the end of the term students will present the performance of an investment strategy and write a term paper. Following the tradition in recent years, selected investment teams will have the opportunity to present their strategy to the investment committee of Quoniam Investment, the quantitative investment manager of Union Asset Management. The winning team will be awarded with the "Quoniam Hochschulpreis" and a financial reward (in recent years 3.000 Euro)</p> <p>Main topics:</p> <ul style="list-style-type: none"> <li>• Introduction to theoretical models and empirical observations of capital markets</li> <li>• Active versus passive investing</li> <li>• Estimation approaches of return characteristics (expected return and risk characteristics)</li> <li>• Models to optimally trade of risk and return based on investor goals and capital market conditions</li> <li>• Factor Investing</li> <li>• Sustainable/ESG Investing</li> <li>• Retirement Investing</li> <li>• Behavioral Finance</li> <li>• Development of an investment strategy, back-testing of the investment strategy, performance analysis of the investment strategy, summarized in a term paper</li> </ul>
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Intended Learning Outcomes	<p><b>Knowledge:</b> On successful completion of this module, students will have a deep understanding about the functioning of capital markets and of how to select security portfolios optimally. Students will get an overview about major concepts, approaches and techniques in asset management and empirical and theoretical capital market research. They can</p> <ul style="list-style-type: none"> <li>• understand and explain major capital market models</li> <li>• optimize a portfolio of securities</li> <li>• understand and analyse an investment strategy.</li> </ul> <p><b>Skills:</b> On successful completion of this module students will have the proven ability to apply theoretical knowledge to practical portfolio management problems. They can</p> <ul style="list-style-type: none"> <li>• analyse empirical asset prices and capital market data</li> <li>• estimate expected returns and risk parameters of securities</li> <li>• identify asset pricing anomalies</li> <li>• develop an investment strategy that potentially outperforms the market.</li> </ul> <p><b>Competence:</b> On successful completion of this module, students are able to transfer their knowledge to typical working situations in the Asset Management industry. They also are able to</p> <ul style="list-style-type: none"> <li>• organize and set up an investment strategy in a team of asset managers</li> <li>• transfer theoretical and empirical concepts of capital market analysis and asset pricing into practical asset management approaches</li> <li>• judge the quality of capital market data and the quality of an investment strategy.</li> </ul>
Forms of teaching, methods and support	Lecture, discussion, presentation, case studies, scientific papers and term paper. Because of the cooperation with an investment company (Quoniam Asset Management) the module language will be German. However, presentations can also be held in English.

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance points	Due date or date of exam
	Presentation of an investment strategy (team work, groups will be selected in the first session) including a term paper and presentation slides	30 min	120	End of course
Recommended Literature	To be announced.			
Module Structure	Lecture, discussion, presentation, case studies, scientific papers and term paper			
Usability in other Modules/Programmes	Asset Management Master of Science.			
Last Approval Date	2022/04/13			

**Blockchain [FIN74259]**

Modulkoordinator		Faber, Thomas; Schulden, Philipp			
Studiengang		Bachelor of Science			
Studienabschnitt		7th semester			
Moduldauer		1 Semester			
Pflicht- /Wahlpflichtmodul		Wahlpflicht			
Credits:		6			
Häufigkeit des Angebots		Jährlich			
Sprache		Englisch			
Gesamt Workload	150 h	Akademische Lehrstunden:	44	Verbleibender Workload:	Selbststudium
		Eine akademische Lehrstunde entspricht 40 Minuten.			
		Das Selbststudium umfasst die Vor- und Nachbereitung von Veranstaltungen, Leseaufgaben, die Vorbereitung von Tests und Klausuren, Hausarbeiten usw.			
Voraussetzungen für die Teilnahme		No prior knowledge necessary.			
Kurzbeschreibung / Lerninhalte		<p>In this course, the basics of blockchain, crypto assets and decentralized finance (DeFi) will be covered and illustratively explained.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>• Blockchain fundamentals &amp; cryptography</li> <li>• Bitcoin nuts and bolts</li> <li>• Managing and protecting crypto assets</li> <li>• Ethereum &amp; smart contracts</li> <li>• Decentralized finance</li> <li>• Legal aspects and regulation</li> <li>• Scaling the blockchain</li> </ul>			

Qualifikationsziele / Lernergebnisse	<p>At the end of class, the learner will</p> <ul style="list-style-type: none"> <li>• have a basic understanding of blockchain, crypto assets, DeFi and their interconnection</li> <li>• be able to explain what smart contracts and decentralized applications are</li> <li>• be able to define the key components of decentralized finance infrastructure</li> <li>• be able to explain which problems decentralized finance is designed to solve and how</li> <li>• be able to set up and program a Bitcoin lightning node</li> </ul>			
Lernformen, Methodik und Betreuung	Lecture, seminar, assignments			
Art der Prüfungsleistungen im Modul und Akkumulationspunkte	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Group project & presentation		120	During Course
Literaturhinweise	<p>Antonopoulos, A. M. (2014). Mastering Bitcoin: unlocking digital cryptocurrencies. O'Reilly Media.</p> <p>Nakamoto, S. (2008) Bitcoin: A Peer-to-Peer Electronic Cash System. <a href="https://bitcoin.org/bitcoin.pdf">https://bitcoin.org/bitcoin.pdf</a></p> <p>Narayanan, A., Bonneau, J., Felten, E., Miller, A., Goldfeder, S. (2016). Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction. Princeton University Press.</p> <p>Schär, F., &amp; Berentsen, A. (2017). Bitcoin, Blockchain und Kryptoassets: Eine umfassende Einführung. Books on Demand.</p> <p>Song, J. (2019). Programming bitcoin: Learn how to program bitcoin from scratch. O'Reilly Media.</p>			
Modulstruktur	tba			
Verwendbarkeit für andere Module und Programme	Master in Blockchain & Digital Assets			
Letztes Freigabedatum	30.06.2022			

**Environmental Economics and Energy  
Finance [FIN60128]**

Module Coordinator		Moslener, Ulf			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Principles of Finance			
Content		<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"> <li>• Economic fundamentals such as social optimum, public goods, market failure, market based instruments</li> <li>• Primers in (i) climate change &amp; climate policy; (ii) energy markets &amp; energy policy</li> <li>• Financing instruments, role of public finance institutions, project finance examples</li> </ul>			

<p>Intended Learning Outcomes</p>	<p><b>Knowledge:</b> 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"> <li>explain the main climate policy instruments, basics of energy markets and technologies</li> <li>summarise the dimensions of the current international climate policy / climate finance debate</li> <li>outline the major challenges in financing clean energy.</li> </ul> <p><b>Skills:</b> 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"> <li>differentiate between the (societal) economic perspective and the (individual) business perspective</li> <li>analyze policy instruments that can correct the so-called “market failures” and which are frequently applied by governments</li> <li>identify applied examples of instruments of investment support as well as investment cases</li> </ul> <p><b>Competencies:</b> On successful completion of the module, students are qualified 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>												
<p>Forms of teaching, methods and support</p>	<p>Teaching will be mainly based on interactive lectures and the discussion of case/examples. There will be a number of student presentations complemented by in-class discussions. There will be very view pre-recorded Video-Lectures.</p>												
<p>Type of Assessment(s) and performance</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>In-class presentation plus active participation in discussions</td> <td></td> <td>60</td> <td>During course</td> </tr> <tr> <td>Written exam</td> <td>60 min.</td> <td>60</td> <td>Exam week</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	In-class presentation plus active participation in discussions		60	During course	Written exam	60 min.	60	Exam week
Type of examination	Duration or length	Performance Points	Due date or date of exam										
In-class presentation plus active participation in discussions		60	During course										
Written exam	60 min.	60	Exam week										
<p>Recommended Literature</p>	<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. Some additional course material may be provided during the course if appropriate.</p>												

Module Structure	<p>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 larger than investment in power based on fossil fuels like coal and gas.</p> <p>The module is structured as follows:</p> <ul style="list-style-type: none"> <li>- Environmental Economics Background (Providing the perspective of the society - as opposed to an individual investor's perspective; providing fundamental reasons for government intervention; policy instruments and processes)</li> <li>- Technical background (on climate change and electricity markets)</li> <li>- RE investment and investment support (this is making the commercial perspective on an investor explicit; basics about structuring a project finance transactions; functioning of different investment support instruments.</li> </ul> <p>Student presentations will be distributed and used in order to cover some of the topical discussions in the field.</p>
Usability in other Modules/Programmes	Bachelor Thesis (BSc_BT)
Last Approval Date	2022/05/10

**Mergers & Acquisitions [FIN60129]**

Module Coordinator		Grote, Michael H.			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Finance 1, Corporate Finance, Accounting			



<p>Content</p>	<p>This course gives a comprehensive, hands-on overview of the process of mergers and acquisitions (M&amp;A). The field continues to be of extreme importance, especially in today's dynamic economic environment. Companies are increasingly using M&amp;A as the fastest way to take advantage of market opportunities or to restructure their businesses. However, M&amp;A transactions are not always successful.</p> <p>The course is structured along the value chain of an M&amp;A-deal and provides both a framework and tools to tackle the complex issues of the process. The course's main perspective is that of an investment bank or M&amp;A advisory boutique. With the help of a set of current, real-life case studies participants get a thorough blueprint of an M&amp;A transaction. Participants will be prepared to start working in an investment bank or M&amp;A advisory firm.</p> <p>The course builds upon the value chain of M&amp;A transactions. It starts with analyses of the market players and current market developments. We discuss measuring and analyzing success factors of M&amp;A transactions, and tackle the main driver of M&amp;A activity, synergies. Typical transaction processes are examined and milestone documents and outcomes along the process are discussed. Real-life case studies are used for the application of several valuation methods (multiples, dcf, synergy valuation). However, please note that this is not a course on valuation - we will rather apply valuation models in the M&amp;A context.</p> <p>We discuss financing M&amp;A transactions via stock or debt and the form of payments to the seller, which are important characteristics of any transaction and often a strategic tool and not simply a means of payment. We will discuss the outline of purchase agreements (the actual M&amp;A contracts). We discuss techniques for hostile takeovers and defenses. Private Equity is a major player in the M&amp;A market and we will spend time understanding their business model, typical financing structures and how to model them.</p> <p>Finally we touch on the issue of post-merger integration, and corporate restructuring, which in many cases means selling parts of the business (again).</p>
<p>Intended Learning Outcomes</p>	<p>Students gain knowledge about the process of M&amp;A transactions that enables them to start working in an investment bank or M&amp;A advisory. More specifically, at the end of the learning process the student is able to</p> <ul style="list-style-type: none"> <li>• understand and assess the motives of a merger or an acquisition.</li> <li>• explain such transactions and structure the according processes.</li> <li>• implement synergy estimates in valuation and assess the uncertainties and limitations of various valuation techniques in an M&amp;A context.</li> <li>• explain the impact and risks of different financing structures.</li> <li>• give an overview of the basic components of purchase and sale agreements.</li> <li>• understand and comment on commonly used takeover tactics and defenses.</li> <li>• analyze how value is created (or destroyed) as a result of corporate mergers.</li> </ul>

Forms of teaching, methods and support	The course consists of lectures, guest lectures, accompanying material, a basic text book, an extensive slide-set, and - most importantly - the work in groups on a hypothetical transaction.															
Type of Assessment(s) and performance	<table border="1" data-bbox="480 461 1378 674"> <thead> <tr> <th data-bbox="480 461 703 539">Type of examination</th> <th data-bbox="703 461 935 539">Duration or length</th> <th data-bbox="935 461 1158 539">Performance Points</th> <th data-bbox="1158 461 1378 539">Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 539 703 618">Group Presentation</td> <td data-bbox="703 539 935 618"></td> <td data-bbox="935 539 1158 618">80</td> <td data-bbox="1158 539 1378 618">During Course</td> </tr> <tr> <td data-bbox="480 618 703 674">Written exam</td> <td data-bbox="703 618 935 674">40 Minutes</td> <td data-bbox="935 618 1158 674">40</td> <td data-bbox="1158 618 1378 674">Exam Week</td> </tr> </tbody> </table> <p data-bbox="480 719 1453 842">Ad 1: The presentation will be prepared by groups of students. The size of the groups will be determined by the roll-out for this course; maximum group size will be five students. You will be sorted into a group by student advisory.</p> <p data-bbox="480 853 1453 1122">The task is set up to mimic the tasks for juniors in investment banks, i.e. you are asked to prepare a powerpoint presentation with a thorough analysis of an acquisition case (to be determined at the course's start). Detailed instructions are provided in class. You have to submit the presentation and the underlying excel files. Deadline will be after the lectures end (this might vary according to final exam schedules, details follow), and students are strongly encouraged to work on the presentation already along the course as we proceed with the topics.</p> <p data-bbox="480 1155 1453 1223">Ad 2: The final exam might cover all the topics presented in the lectures, the online-material, and the guest lectures.</p>				Type of examination	Duration or length	Performance Points	Due date or date of exam	Group Presentation		80	During Course	Written exam	40 Minutes	40	Exam Week
Type of examination	Duration or length	Performance Points	Due date or date of exam													
Group Presentation		80	During Course													
Written exam	40 Minutes	40	Exam Week													
Recommended Literature	<p data-bbox="480 1279 951 1312">The main resource for this course is</p> <p data-bbox="480 1346 1414 1447">DePamphilis, Donald (2019): Mergers, Acquisitions, and Other Restructuring Activities: An Integrated Approach to Process, Tools, Cases, and Solutions, 10th edition, Academic Press / Elsevier: London.</p> <p data-bbox="480 1480 1270 1514">Additional material will be provided closer to the course start.</p>															

Module Structure	<p>I organize this in days for a better overview:</p> <p>Day 1: Introduction, success and failure, why does the target take all  Day 2: Synergies and their valuation, transaction process structures  Day 3: Valuation: multiples, discounted cash flow, synergies  Day 4: Financing and payment structure, private equity and leveraged buyouts  Day 5: Takeover defense, accounting for M&amp;A, post merger integration, corporate restructuring  Day 6: recap, guest speakers</p> <p>The guest speakers will very likely be scheduled during the course so there might be a slight re-arrangement of topics.</p>
Usability in other Modules/Programmes	-
Last Approval Date	2022/05/10

**Risk Management [FIN60146]**

Module Coordinator		Santoni, Alessandro			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Markets, Incentives and Ethical Management Financial Markets			

<p>Content</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><b>Bank capital, risk management and regulation</b>  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><b>Understanding Global Risks</b>  ESG Risk Management  Understanding ESG  Climate Risks  TCFD  Risk Disclosures Frameworks  Biodiversity Risks  Financial Ecosystem for Risk Management</p> <p><b>Asset Allocation and Portfolio Risk Management</b>  Asset Bubbles  Managing Investment Risks  Portfolio Risk Management  Client Asset Allocation and Risk Profiling  Global Risk Factors and Opportunities</p>
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<p>Intended Learning Outcomes</p>	<p><b>Knowledge:</b> 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"> <li>• explain how to manage and hedge trading and banking book exposures,</li> <li>• describe regulatory requirements,</li> <li>• recognize risk management as a means of determining a bank's profitability.</li> </ul> <p><b>Skills:</b> 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"> <li>• compute various risk measures,</li> <li>• evaluate the impact of risk on prices for financial products and services,</li> <li>• draw up appropriate bank-wide risk management.</li> </ul> <p><b>Competencies:</b> 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>												
<p>Forms of teaching, methods and support</p>	<p>Mix of short lectures with discussions in class.</p>												
<p>Type of Assessment(s) and performance</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>Exam</td> <td>90 minutes</td> <td>90</td> <td>Exam Week</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	90 minutes	90	Exam Week	Class Presentation		30	during the course
Type of Examination	Duration or Length	Performance Points	Due date or date of exam										
Exam	90 minutes	90	Exam Week										
Class Presentation		30	during the course										
<p>Recommended Literature</p>	<p><b>Key suggested readings:</b></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: With a new section: "On Robustness and Fragility" (Incerto, Band 2) English edition   by Nassim Nicholas Taleb   2010</p> <p><a href="https://www.bis.org/basel_framework/index.htm?m=3%7C14%7C697">https://www.bis.org/basel_framework/index.htm?m=3%7C14%7C697</a></p>												

Module Structure	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.
Usability in other Modules/Programmes	Bachelor Thesis (BSc_BT)All other modules of the thematic area FINANCE & BANKING.
Last Approval Date	2022/04/13

**The Future of Banking in a Digitalized World  
[INF50025]**

Module Coordinator		Fischer, Leonhard H.			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		-			
Content		<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"> <li>- 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.</li> <li>- 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.</li> <li>- 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 parts 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.</li> </ul>			



<p>Intended Learning Outcomes</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> <ul style="list-style-type: none"> <li>(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.</li> <li>(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.</li> </ul> <p><b>Knowledge:</b> On successful completion of the module:</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- they can explain the different variations of business models ie. investment bank v private bank etc.</li> <li>- they can outline the key drivers of profitability and risk</li> </ul> <p><b>Skills:</b> On successful completion of the module:</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- they will be able to assess the new regulatory regime and its impact on profitability</li> <li>- they will be able to analyse the challenges posed to traditional banks from new non-bank competitors</li> </ul> <p><b>Competence:</b> On successful completion of the module:</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- in addition they will be able and be encouraged to look for potential new startup approaches</li> </ul>																
<p>Forms of teaching, methods and support</p>	<p>Interactive lectures, case study analysis and group participation.</p>																
<p>Type of Assessment(s) and performance</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>50 Minutes</td> <td>50</td> <td>Exam Week</td> </tr> <tr> <td>Team presentation</td> <td>30 Minutes</td> <td>50</td> <td>During module</td> </tr> <tr> <td>Individual performance</td> <td></td> <td>20</td> <td>Continuous assessment</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance Points	Due date or date of exam	Written exam	50 Minutes	50	Exam Week	Team presentation	30 Minutes	50	During module	Individual performance		20	Continuous assessment
Type of examination	Duration or length	Performance Points	Due date or date of exam														
Written exam	50 Minutes	50	Exam Week														
Team presentation	30 Minutes	50	During module														
Individual performance		20	Continuous assessment														

Recommended Literature	<p>Compulsory:</p> <ol style="list-style-type: none"> <li>1. The Economics of Banking - Kent Matthews and John Thompson</li> <li>2. The Bank That Lived a Little: Barclays in the Age of the Very Free Market - Philip Augar</li> <li>3. Bank 4.0 - Banking Everywhere, Never at a Bank - Brett King</li> <li>4. Techs raid on the banks - Economist, 4th May 2019</li> </ol> <p>Optional:</p> <ol style="list-style-type: none"> <li>1. The Richest Man Who Ever Lived: The Life and Times of Jacob Fugger - Greg Steinmetz</li> <li>2. Es Waren Einmal Banker: Warum das moderne Finanzsystem Gescheitert ist - Leonhard Fischer (German speakers only)</li> </ol>
Module Structure	<ol style="list-style-type: none"> <li>1. What is the value proposition of banks and how is it translated into different business models?</li> <li>2. Different banking models from investment banking to retail banking</li> <li>3. The impacts of globalisation, new regulation and non-bank competitors on these business models</li> <li>4. The technological challenge and what can digitalisation potentially do to the incumbent business models?</li> <li>5. Strategic alternatives for banking business models to adopt</li> <li>6. Conclusion</li> </ol>
Usability in other Modules/Programmes	-
Last Approval Date	2022/05/13

**Trading and Sales [FIN60156]**

Module Coordinator		Dengler, Heike			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Principles of Finance			
Content		<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"> <li>• Balance sheet, capital and leverage, liquidity</li> <li>• Instruments and Markets</li> <li>• Cash markets: Equity, Fixed Income, FX, money markets</li> <li>• securities funding and financing</li> <li>• Derivative markets: options, swaps, CDS</li> <li>• securitized instruments, ABS, CDOs</li> <li>• Commodities and commodity derivatives</li> <li>• Market, liquidity and credit risk management</li> <li>• Asset Management</li> <li>• Regulation</li> <li>• Introduction to Front Office Systems</li> </ul>			

Intended Learning Outcomes	<p><b>Knowledge:</b> 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"> <li>• can understand the main drivers of financial markets</li> <li>• can discuss the characteristics of specific financial markets and instruments</li> <li>• can discuss economic cycles and their impact on financial markets</li> <li>• can discuss appropriate trading and investment strategies,</li> <li>• have an overview of the recent developments in risk management and regulation.</li> </ul> <p><b>Skills:</b> On successful completion of this module, students will have the proven ability to</p> <ul style="list-style-type: none"> <li>• explain, price and hedge a variety of financial products,</li> <li>• measure and manage market and credit risks,</li> <li>• efficiently retrieve financial information via front office information systems.</li> </ul> <p><b>Competence:</b> 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"> <li>• trading,</li> <li>• sales,</li> <li>• risk management,</li> <li>• asset management and related areas.</li> </ul>																				
Forms of teaching, methods and support	Presentations by students, practitioners and the lecturer, discussions, practical training in the finance lab.																				
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1350 1378 1715"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Points</th> <th>Due Date or Date of exam</th> </tr> </thead> <tbody> <tr> <td>Student presentation</td> <td>30 minutes</td> <td>40PT</td> <td>during semester</td> </tr> <tr> <td>Seminar thesis</td> <td>10 pages</td> <td>40 PT</td> <td>during semester</td> </tr> <tr> <td>Oral exam</td> <td>10 minutes</td> <td>30PT</td> <td>during/after semester</td> </tr> <tr> <td>Oral participation</td> <td></td> <td>10PT</td> <td>during semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Points	Due Date or Date of exam	Student presentation	30 minutes	40PT	during semester	Seminar thesis	10 pages	40 PT	during semester	Oral exam	10 minutes	30PT	during/after semester	Oral participation		10PT	during semester
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Student presentation	30 minutes	40PT	during semester																		
Seminar thesis	10 pages	40 PT	during semester																		
Oral exam	10 minutes	30PT	during/after semester																		
Oral participation		10PT	during semester																		
Recommended Literature	<ul style="list-style-type: none"> <li>• John C. Hull, Risk Management and Financial Institutions, 5th Edition</li> </ul>																				
Module Structure																					
Usability in other Modules/Programmes	Asset Management and Bachelor Thesis																				
Last Approval Date	2022/05/10																				



**Applied Persuasion [MGT60294]**

Module Coordinator		Atalay, Selin			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One acadmic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Marketing			
Content		<ul style="list-style-type: none"> <li>• Persuasion</li> <li>• Attitudes and attitude change</li> <li>• Social Influence</li> </ul>			
Intended Learning Outcomes		<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"> <li>1. Use persuasion and social influence principles effectively to persuade other individuals and change their attitudes.</li> <li>2. Organize and deliver successful persuasive communications and campaigns.</li> </ol>			
Forms of teaching, methods and support					

Type of Assessment(s) and performance	Type of examination	Duration or length	Performance Points	Due date or date of exam
	Group project written report and Group Presentation		50	During course
	Individual assignment		40	During course
	Participation and in class work		30	During course
Recommended Literature				
Module Structure	This course will be composed of a series of in class and out of class activities.			
Usability in other Modules/Programmes	BSc-Thesis			
Last Approval Date	2022/05/10			

**Business Strategy [MGT60186]**

Module Coordinator		Klingebiel, Ronald			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		"Principles of Management" or equivalent			
Content		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.			



<p>Intended Learning Outcomes</p>	<p><b>Knowledge:</b> 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"> <li>• describe the nature and sources of competitive advantages and how different industry context affect business strategy.</li> <li>• explain how firms compete in technology-based industries</li> <li>• summarize the basic principles of strategic innovation</li> <li>• discuss the fundamental challenges of market dynamism and strategic uncertainty.</li> </ul> <p><b>Skills:</b> 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"> <li>• contrast good with bad business strategies</li> <li>• explore industry and resource analysis and the nature of sustainable competitive advantages</li> <li>• solve strategic problems in different industry and business contexts</li> <li>• communicate their analysis professionally.</li> </ul> <p><b>Competencies:</b> 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>																
<p>Forms of teaching, methods and support</p>	<p>Cases, class discussion, lecture. The module heavily relies on the interactive analysis, presentation, and discussion of business cases.</p>																
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1182 1378 1453"> <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 course</td> </tr> <tr> <td>Class participation</td> <td></td> <td>10</td> <td>During course</td> </tr> <tr> <td>Term paper</td> <td></td> <td>85</td> <td>End of course</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation	15 min.	25	During course	Class participation		10	During course	Term paper		85	End of course
Type of examination	Duration or length	Performance points	Due date or date of exam														
Presentation	15 min.	25	During course														
Class participation		10	During course														
Term paper		85	End of course														
<p>Recommended Literature</p>	<p>Barney &amp; Hesterly (2019), Strategic Management and Competitive Advantage, 6/E, Prentice Hall, ISBN 9780134743530</p>																

Module Structure	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.
Usability in other Modules/Programmes	Bachelor Thesis (BSc_BT)
Last Approval Date	2022/05/10

**Consumer Behaviour [MGT60188]**

Module Coordinator		Atalay, Selin			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Marketing			
Content		<b>1. Scientific Approach to Consumer Behavior</b> <b>2. How Consumers Acquire, Remember and Use Knowledge</b> <b>3. How Consumers Make Decisions</b> <b>4. Influence and Persuasion</b>			

Intended Learning Outcomes	<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"> <li>• Will have learned the key behavioral and psychological concepts and will have developed the intellectual ability to apply them in analyzing marketing situations.</li> <li>• Will be able to understand consumers’ consumption–related behaviors</li> <li>• Will be able to develop and evaluate marketing strategies intended to influence consumption–related behaviors.</li> </ul>												
Forms of teaching, methods and support	Lectures, in-class exercises, cases, active discussions and group work												
Type of Assessment(s) and performance	<table border="1" data-bbox="480 1144 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 &amp; 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										
Recommended Literature	Will be provided in class.												
Module Structure	<p>The contents of the course are broken down into the following modules:</p> <ol style="list-style-type: none"> <li><b>1. Scientific Approach to Consumer Behavior</b></li> <li><b>2. How Consumers Acquire, Remember and Use Knowledge</b> <ol style="list-style-type: none"> <li>a. Attention, Comprehension, and Memory</li> <li>b. Attitudes and Attitude Formation</li> </ol> </li> <li><b>3. How Consumers Make Decisions</b> <ol style="list-style-type: none"> <li>a. Judgment and Decision Making</li> <li>b. Individual Differences</li> </ol> </li> <li><b>4. Influence and Persuasion</b> <ol style="list-style-type: none"> <li>a. Social Influence Principles and Persuasion</li> <li>b. Cultural Influences on Consumers</li> </ol> </li> </ol>												

Usability in other Modules/Programmes	B.Sc.-Thesis
Last Approval Date	2022/05/10

**Corporate Sustainability Strategy  
[SOC63126]**

Module Coordinator		Gosalia, Apurva			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Course			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One acadmic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Markets, Incentives and Ethical Management (not compulsory, but helpful) and basic knowledge in Corporate Behavior and/or Ethical Management and/or Strategy helpful			

<p>Content</p>	<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"> <li>• How do corporations balance economic, environmental and social tasks?</li> <li>• What are the relevant guidelines and indicators for measuring sustainability?</li> <li>• Why is it important for businesses to tackle sustainability issues in order to create more and better business opportunities?</li> <li>• How can each individual, organization and system start to analyze its behaviors and change towards more sustainable practices and models?</li> </ul>								
<p>Intended Learning Outcomes</p>	<p><b>Knowledge:</b>  <i>On successful completion of this module, students will be familiar with the different aspects of corporate sustainability, i.e. they can</i></p> <ul style="list-style-type: none"> <li>• <i>explain the concepts of sustainable development and corporate sustainability</i></li> <li>• <i>discuss the tensions corporations have to deal with in a complex environment</i></li> </ul> <p><b>Skills:</b>  <i>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</i></p> <ul style="list-style-type: none"> <li>• <i>analyse corporate behaviour with regard to certain indicators of measuring sustainability</i></li> </ul> <p><b>Competencies:</b>  <i>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</i></p> <ul style="list-style-type: none"> <li>• <i>propose changes for measuring sustainability performance</i></li> </ul>								
<p>Type of Assessment(s) and performance</p>	<table border="1"> <thead> <tr> <th>Type of Assessment</th> <th>Duration</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>Exam Week</td> </tr> </tbody> </table>	Type of Assessment	Duration	Performance Points	Due Date or Date of Exam	Written Exam	120 min	120	Exam Week
Type of Assessment	Duration	Performance Points	Due Date or Date of Exam						
Written Exam	120 min	120	Exam Week						

Recommended Literature	<ul style="list-style-type: none"> <li>• <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)</li> <li>• <b>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</b></li> </ul>
Module Structure	
Usability in other Modules/Programmes	All other modules of Bachelor of Science Programme (BSc)
Last Approval Date	2022/04/13



**Evidence-Based Management [ECO70205]**

Module Coordinator		Grunewald, Andreas			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Basic knowledge in data analysis. In particular, students should have completed the course in applied research methods.			
Content		<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>Intended Learning Outcomes</p>	<p><b>Knowledge:</b> 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><b>Skills:</b> 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>Forms of teaching, methods and support</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>Type of Assessment(s) and performance</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
Type of examination	Duration or length	Performance Points	Due date or date of exam						
Written exam	120 Minutes	120	Exam Week						
<p>Recommended Literature</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>								

Module Structure	<ol style="list-style-type: none"> <li>1. Summary Statistics and Simulations</li> <li>2. Regressions to analyze Correlations</li> <li>3. Business Experiments</li> <li>4. Causal Identification in Observational Data</li> </ol>
Usability in other Modules/Programmes	Bachelor Thesis
Last Approval Date	2022/04/13

**Entrepreneurship [MGT70928]**

Module Coordinator		Amigoni, Gaja			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		No particular prerequisites.			

<p>Content</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>Intended Learning Outcomes</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"> <li>- Refining ideas</li> <li>- Testing assumptions that underlie an idea</li> <li>- Talking to potential customers, getting feedback about entrepreneurial ideas</li> <li>- Creating experiments to test aspects of a business model</li> <li>- Drawing conclusions from experimental data</li> <li>- Testing ideas in the real world</li> <li>- Prioritizing and synthesizing work</li> </ul> <p><u>Competence:</u> On successful completion of this module, students can apply the skills described above.</p>

Forms of teaching, methods and support	<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>			
Type of Assessment(s) and performance	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
Recommended Literature	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.			
Module Structure	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.			
Usability in other Modules/Programmes	Relevant for a module that requires entrepreneurial skills.			
Last Approval Date	2022/05/10			

**Accounting and Capital Markets [ACC60116]**

Module Coordinator		Becker, Gernot			
Programme(s)		Bachelor of Science			
Term		7th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Successful participation in first semester accounting module.			
Content		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 corporate governance (to the degree it is relevant for debt and equity investors), consolidated accounting and segment reporting, which are important to understand the information provided in the financial statements.			

<p>Intended Learning Outcomes</p>	<p><b>Knowledge:</b> 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"> <li>• the relevant reporting standards and accounting concepts underlying firms' financial statements;</li> <li>• the intricacies of earnings management</li> <li>• key financial ratios and the DuPont model to decompose a firm's return on equity;</li> <li>• the workings of the structured forecasting approach;</li> <li>• the anatomy of simple valuation models (with a focus on the residual income model).</li> </ul> <p><b>Skills:</b> 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"> <li>• extracting relevant information from firms' financial statements;</li> <li>• analyzing the drivers of firms' profitability;</li> <li>• being able to evaluate earnings management measures;</li> <li>• forecasting firms' future financial statements using a structured approach;</li> <li>• using the inputs derived in valuation models.</li> </ul> <p><b>Competencies:</b> 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>												
<p>Forms of teaching, methods and support</p>	<p>Presentation, small case studies and group work.</p>												
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1518 1378 1671"> <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 paper</td> <td>10-15 slides</td> <td>30</td> <td>During course</td> </tr> <tr> <td>Written exam</td> <td>90 minutes</td> <td>90</td> <td>Exam Week</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	Group paper	10-15 slides	30	During course	Written exam	90 minutes	90	Exam Week
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Group paper	10-15 slides	30	During course										
Written exam	90 minutes	90	Exam Week										
<p>Recommended Literature</p>	<ul style="list-style-type: none"> <li>• Lundholm/Sloan, Equity Valuation and Analysis, 5th edition, 2019.</li> <li>• Additional readings as provided in the course package.</li> </ul>												



Module Structure	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.
Usability in other Modules/Programmes	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.
Last Approval Date	2022/04/19

**Haftung von Unternehmen,  
Geschäftsführern, Vorständen und  
Aufsichtsräten - Gesellschaftsrecht,  
Kartellrecht, Strafrecht [LAW72943]**

Module Coordinator		Redenius-Hövermann, Julia			
Programme(s)		Bachelor of Science			
Term		7. Semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		German			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		Keine			

Content	<p>Vermittelt werden theoretische und praktische Fragen des Haftungsrechts von Gesellschaften und ihren Organen.</p> <p><b>Haftung im Gesellschaftsrecht</b>  Grundlagen:</p> <ul style="list-style-type: none"> <li>• Gesellschaftsformen</li> <li>• Organe (Haftung und Besonderheiten)</li> </ul> <p>Haftung der Personengesellschaft und in der Personengesellschaft: gegenüber Dritten und gegenüber der Gesellschaft und den Gesellschaftern</p> <p>Haftung der Kapitalgesellschaft in der Kapitalgesellschaft: gegenüber Dritten und gegenüber der Gesellschaft und den Gesellschaftern</p> <p><b>Haftung im Kartellrecht</b></p> <ul style="list-style-type: none"> <li>• Grundlagen</li> <li>• Rechte und Pflichten der Unternehmen und der Organmitglieder</li> <li>• Sanktionen</li> </ul> <p><b>Unternehmensstrafrecht/Compliance</b></p> <ul style="list-style-type: none"> <li>• Grundlagen</li> <li>• Internal Investigations / Monitorship</li> </ul>
Intended Learning Outcomes	<p>Die Teilnehmer können die Haftungskonstellationen und deren Konsequenzen im Gesellschafts- und Kartellrechts benennen. Sie können z. B.</p> <ul style="list-style-type: none"> <li>• die verschiedenen Gesellschaftsformen wiedergeben.</li> <li>• die Pflichten der Gesellschafter und Organmitglieder benennen.</li> <li>• die haftungsrechtlichen Konsequenzen darstellen.</li> <li>• sie wissen, was Internal Investigations ablaufen und welche Rolle der Monitor hat.</li> </ul> <p>Die Teilnehmer können Sie können:</p> <ul style="list-style-type: none"> <li>• zu diesen Inhalten Stellung nehmen und die Sachverhalte einordnen.</li> <li>• die Konsequenzen ihrer Entscheidungen überblicken.</li> </ul>
Forms of teaching, methods and support	<p>Strukturiertes Lehrgespräch und kleine Fälle unter Einbeziehung von Experten aus der Praxis.</p> <p>Die Studenten werden in einer Kleingruppe ein Thema bearbeiten, dazu eine kurze Ausarbeitung schreiben und dieses dann präsentieren.</p>

Type of Assessment(s) and performance	<table border="1"> <thead> <tr> <th data-bbox="480 338 700 450">Prüfungsleistung</th> <th data-bbox="700 338 935 450">Dauer oder Länge</th> <th data-bbox="935 338 1155 450">Akku-Punkte</th> <th data-bbox="1155 338 1375 450">Abgabe- oder Erstellungszeitpunkt</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 450 700 524">Case</td> <td data-bbox="700 450 935 524"></td> <td data-bbox="935 450 1155 524">40</td> <td data-bbox="1155 450 1375 524">Während des Kurses</td> </tr> <tr> <td data-bbox="480 524 700 636">schriftliche Abschlussklausur</td> <td data-bbox="700 524 935 636">80 min</td> <td data-bbox="935 524 1155 636">80</td> <td data-bbox="1155 524 1375 636">Prüfungswoche</td> </tr> </tbody> </table>	Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt	Case		40	Während des Kurses	schriftliche Abschlussklausur	80 min	80	Prüfungswoche
Prüfungsleistung	Dauer oder Länge	Akku-Punkte	Abgabe- oder Erstellungszeitpunkt										
Case		40	Während des Kurses										
schriftliche Abschlussklausur	80 min	80	Prüfungswoche										
Recommended Literature	<p><b>Vertiefungsliteratur "Gesellschaftsrecht":</b></p> <ul style="list-style-type: none"> <li>• Bitter/Heim, Gesellschaftsrecht, 5. Aufl., 2020</li> <li>• Kindl, Gesellschaftsrecht, 2019</li> <li>• Langenbacher, Aktien- und Kapitalmarktrecht, 2018</li> <li>• Mock, Gesellschaftsrecht, 2019</li> <li>• Illert et. al., Haftung Vorstand und Aufsichtsrat, 2018</li> <li>• Windbilcher, Gesellschaftsrecht, 2017</li> <li>• Thümmel, Persönliche Haftung von Managern und Aufsichtsräten, 2016</li> </ul> <p><b>Vertiefungsliteratur "Kartellrecht":</b></p> <ul style="list-style-type: none"> <li>• Lettl, Kartellrecht, 4. Aufl., 2017</li> <li>• Dreher/Kulka, Wettbewerbs- und Kartellrecht, 10. Aufl., 2018</li> <li>• Emmerich, Kartellrecht - ein Studienbuch, 14. Aufl., 2018</li> </ul> <p><b>Vertiefungsliteratur "Strafrecht/Compliance":</b></p> <ul style="list-style-type: none"> <li>• Lehmkuhl/Wohler, Unternehmensstrafrecht, 2020</li> <li>• Makowicz, Globale Compliance Management Systeme, 2018</li> <li>• Kraus, Geldwäsche und Compliance, 2018.</li> <li>• Stellungnahmen zum VerSanGE.</li> </ul> <p>Siehe auch die <b>Aufsätze</b> in den relevanten Zeitschriften (BB, DB, ZIP, AG, NZG) sowie die <b>Kommentarliteratur</b>.</p>												
Module Structure	Gesellschaftsrechtliche Grundlagen  Kartellrechtliche Grundlagen  Strafrechtliche Grundlagen  Themenbearbeitung, Supervision und Präsentation												
Usability in other Modules/Programmes	LL. M. M&A, LL. M. MFL, MCPR												
Last Approval Date	2022/05/09												