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Please keep in mind the year of validity.

FACULTY OF MANAGEMENT,
ECONOMICS AND SOCIAL SCI-
ENCES

UNIVERSITY OF COLOGNE

VICE DEAN OF STUDIES
DEPARTMENT



MODULE CATALOGUE

BUSINESS ADMINISTRATION:
Media and Technology Management
MASTER OF SCIENCE

IN ACCORDANCE WITH THE EXAMINATION REGULATIONS FOR THE SINGLE MAJOR
MASTER PROGRAMME IN BUSINESS ADMINISTRATION

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List of abbreviations

AM	Advanced module	PRES	Presentation
AS	Assignment	SI	Studium Integrale
C	Course	SM	Specialisation module
CC	Compulsory course	SPM	Supplementary module
CH	Contact hours (= time spent in class)	SPW	Semester period per week
CM	Core Module	SSt	Self-study
EC	Elective course	TP	Term paper
ECTS	Credit point (ECTS)	TPF	Time required for preparation and follow-up
OE	Oral examination	TR	Credit points transferred from another university
PCR	Practical component report	WL	Workload
PO	Portfolio	WT	Written test
PR	Project		

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1 Business Administration

The job opportunities for graduates from the M.Sc. Business Administration programme combine tasks requiring specialist expertise and responsibility for HR and budget matters in businesses. The specialist expertise is acquired through the chosen major. The management components are covered through content concerning management roles and the requirements they pose with regard to analytical thinking in dynamic contexts, method-driven, target-oriented behaviour, reliability and stress resistance in planning and reporting phases and confident intercultural communication in line with the situation at hand, including English-speaking environments. The communication skills required include those needed for situations in which employees and clients need to be involved, informed or given feedback. The specifics of each major are described in the following sections.

1.1 Content and objectives of the programme

The competences gained by graduates correspond to Level 7 of the German Qualification Framework (Deutsche Qualifikationsrahmen) or master's level in the German Qualifications Framework for German Higher Education Qualifications (Deutsche Qualifikationsrahmen für Hochschulabschlüsse). The specific intended learning outcomes are as follows: graduates have detailed specialist knowledge in their specified specialisations and are able to apply that knowledge in different contexts at various levels of aggregation, including cases in which solutions are sought to business administration problems affecting various areas. They are able to identify special features and differences in terminology and content and assign them to the different concepts and doctrines of the field in question whilst also hypothetically accepting different standpoints and viewing the problem from different perspectives. Graduates contribute their own standpoints to debate and thus help develop joint standpoints within a group or organisation. They actively support the principles of academic discourse, call for arguments to be backed up by methodical and systematic evidence and assess the quality of those arguments. Graduates understand businesses' role and responsibility in society and can cope with the challenges and changes in professional life in an ethically and morally appropriate manner. They are able to keep abreast of research findings, question them and integrate them into their professional context in an innovative way. They can vary solutions according to the situation at hand, taking into account dynamic effects and side effects, which they reflect on and anticipate. Graduates are able to work on new solutions or research questions in a methodically efficient way independently and in a team and to take responsibility for the results of their work and, where necessary, special responsibility for the work of the group. They indicate their own standpoint and that of the group when faced with alternative decisions and assess the alternatives based on variable criteria, i.e. social, ethical

and academic standards. They present the results of their work in a way that is understandable for the target group, using relevant and efficient media formats. They justify them to experts and clients, even where the information available to them is incomplete or unreliable.

The major in Media and Technology Management (MTM) combines academic analysis of various media and business processes in media enterprises. Graduates from the M.Sc. Business Administration with the Media major have the qualifications necessary to work in private and public-sector media companies (radio, TV, online or print), publishing houses, business consultancies and agencies.

1.2 Requirements

To be accepted for the Master in Business Administration programme with the Media and Technology Management major, applicants must have successfully completed a bachelor programme, on which they earned at least 180 ECTS credits, or an equivalent programme. In accordance with the Regulations concerning determination of aptitude for the Business Administration programme for the major in Media and Technology Management, a programme is deemed successfully completed if the overall mark was at least 2,7 or international equivalent.

The Bachelor programme must also comply with the following subject-related criteria:

- at least 78 ECTS credits in the field of Business Administration and Economics and
 - of which at least 48 ECTS in the field of Business Administration and
 - of which at least 18 ECTS in the field of Economics and
- at least 15 ECTS credits in the field of Statistics and/or Mathematics (methodological expertise only, no user expertise).

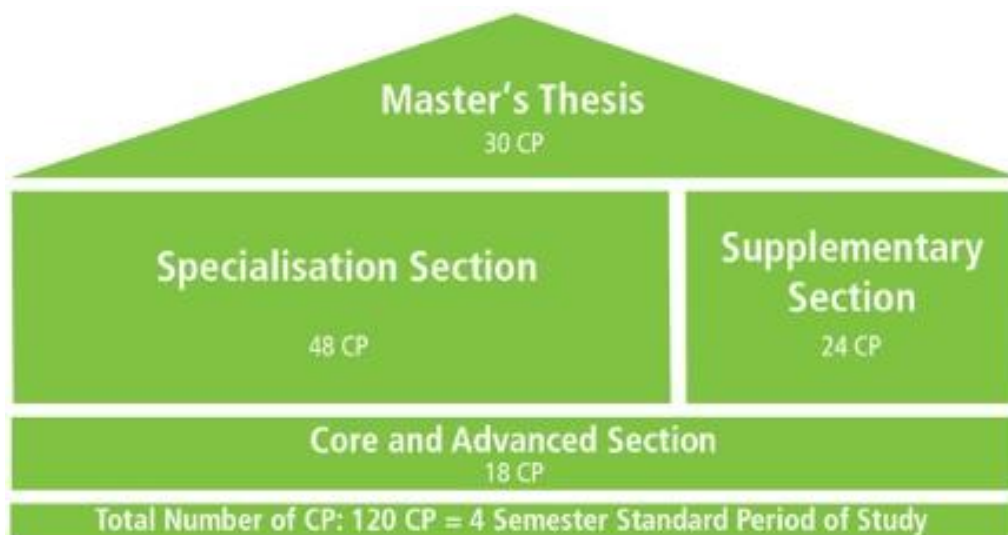
Applicants must provide proof that they have an adequate knowledge of German if neither their studies towards their first higher education qualification (e.g. bachelor) nor towards their general qualification for university entrance were conducted in German. Students may commence their studies if they have passed the German language test for admission to higher education (Deutsche Sprachprüfung für den Hochschulzugang/DSH) or an equivalent test. They must prove that they have DSH-2 or DSH-3 level. Proof of English language skills to at least B2 in line with the Common European Framework of Reference for Languages must also be supplied by the deadline for application. The generally established certificates (TOEFL, IELTS, etc.) are accepted.

If the number of applicants who meet the admission requirements is higher than the number of places available on the programme, a selection process is conducted to rank the applicants. The **selection procedure** is based on the result of the applicant's bachelor degree or

of a degree recognised as being equivalent and the result of a voluntary aptitude test (TM-WISO or GMAT).

1.3 Programme structure

The Master in Business Administration programme comprises 120 ECTS credits, lasts four terms as the standard period of study and consists of the following subject categories: the core section (18 ECTS credits) consists of basic method modules, chosen by the student. The specialisation section (48 ECTS credits) consists of modules for the respective major and the seminar. In the supplementary section (24 ECTS credits), students can choose from among a wide range of possibilities in the fields of business administration, economics and social sciences. The last section is the master's thesis, carrying 30 ECTS credits.



1.4 Study Abroad Option

The WiSo Faculty offers a broad range of study abroad options within an excellent network of prestigious partner universities worldwide. The so-called Study Abroad Programme (STAP) includes ERASMUS exchanges and provides an opportunity for a single-term stay at one of the WiSo Faculty's partner universities.

Successful STAP applicants benefit from direct contact and organisational support at the partner university and are exempt from paying tuition fees there. The range of universities available depends on the master course on which the student is enrolled – the possible options are listed in the **WiSo EXchange (WEX) International Outgoings Portal** (access through the student's UoC account only), along with detailed information on each university.

Every year, in addition to the STAP programme, the WiSo Faculty organises an exclusive short-term study option WiSo@NYC which takes place in New York City.

In addition to these options offered by the Faculty, master students can also apply for a non-WiSo exchange, offered by Dezernat 9 – Internationales (Central International Office of the University of Cologne) within the 'fakultätsübergreifende Partnerschaften' framework. Further possibilities are going abroad as a freemover (i.e. as a student who organises his or her stay abroad individually) or participating in short courses or summer schools offered under separate terms and conditions.

For all study abroad options, the **International Relations Center (ZIB WiSo)** serves as point of information and advice.

The Faculty's Study Abroad Programme (STAP):

Master students should plan and submit their application for a term abroad at the beginning of their master course. The STAP main selection round takes place once a year with application deadline 1 December and allows for an application either for fall term or spring term of the following academic year. Detailed information on the selection criteria and the best preparation for a STAP application can be found online in the **STAP Master Application Manual**. (As an exception, if a certain number of slots are still available for spring term, a secondary STAP selection round will be offered in May, with a limited choice of exchange opportunities):

STAP Master – main selection round (fall term and spring term)



* Deadline for handing in final bachelor degrees and/or TOEFLS/IELTS results (if taken until 15 December): 15 January. ** Alternative offer: if no offer can be given at one of the five preferred universities and if slots at other universities are available. *** End of main selection round. In case any exchange slots become available after 15 March, these slots will be made available in a secondary selection round.

STAP Master – secondary selection round (for spring term only)

Please note: there is no guarantee that a secondary selection round will take place every year, nor should a wide range of exchange opportunities be expected.



* Deadline for handing in TOEFLS/IELTS results (if taken until 1 June): 15 June. ** Alternative offer: if no offer can be given at one of the five preferred universities and if slots at other universities are available.

Credit transfer options from studies abroad:

The WiSo Faculty has put a lot of emphasis on internationalisation in the design of its master courses, offering broad credit transfer options for all kinds of study abroad options. Each master course includes at least one "Studies Abroad" module, with a broad range of courses suitable for credit transfer. In addition, a single course-to-course credit transfer can be considered. For more information on credit transfer rules and regulations, please go to **WiSo Credit Transfer Center** > Information > Studies Abroad. For any questions regarding credit transfer, students can contact the **ZIB WiSo** or the **WiSo Credit Transfer Center**.

1.5 Sample study plan

M.Sc. PROGRAMME IN BUSINESS ADMINISTRATION, MAJOR in Media and Technology Management				
Term	EC/ CC	Module	Section	ECTS
1	EC	Core Module I	Core section	6
1	EC	Specialisation Module I	Specialisation section	12
1	EC	Specialisation Module II	Specialisation section	12
				30
2	EC	Core Module II	Core section	6
2	EC	Specialisation Module III	Specialisation section	6
2	EC	Specialisation Module IV	Specialisation section	6
2	EC	Supplementary Module I	Supplementary section	12
				30
3	CC	Core Module Management Skills*	Core section	6
3	EC	Specialisation Module V	Specialisation section	6
3	CC	Specialisation Module Seminar	Specialisation section	6
3	EC	Supplementary Module II	Supplementary section	6
3	EC	Supplementary Module III	Supplementary section	6
				30
4	CC	Master's thesis Business Administration	Master's thesis	30
				30

*An assignment of the module is possible from the first term, there are no professional requirements. The module is offered every term.

M.Sc. PROGRAMME IN BUSINESS ADMINISTRATION, MAJOR in Media and Technology Management (Studies Abroad included)				
Term	EC/ CC	Module	Section	ECTS
1	EC	Core Module I	Core section	6
1	EC	Specialisation Module I	Specialisation section	12
1	EC	Specialisation Module II	Specialisation section	12
				30
2	EC	Core Module II	Core section	6
2	CC	Core Module Management Skills*	Core section	6
2	EC	Specialisation Module III	Specialisation section	6
2	EC	Specialisation Module IV	Specialisation section	6
2	CC	Specialisation Module Seminar	Specialisation section	6
Studies Abroad				30
3	EC	Specialisation Module V	Specialisation section	6
3	EC	Supplementary Module Studies Abroad I	Supplementary section	12
3	EC	Supplementary Module Studies Abroad II	Supplementary section	12
				30
4	CC	Master's thesis Business Administration	Master's thesis	30
				30

*An assignment of the module is possible from the first term, there are no professional requirements. The module is offered every term.

1.6 Modules with mid-term examinations

Some modules have courses that only run for half a term and usually with twice the normal number of classes. For these modules, the term is divided into two roughly equal halves. In the fall, the mid-term usually ends at the beginning of December; in the spring, it is usually in the middle or at the end of May. Often, the examinations for these courses are held mid-term, enabling students to reduce their examination load at the end of term.

The information in the campus management system (KLIPS) regarding the dates of courses and examinations is relevant in this context.

2 Support for students

2.1 Calculation of the overall mark

The marks for core and advanced, supplementary and specialisation categories are calculated as the weighted arithmetic mean of the marks for the respective modules, based on the weighting system described in the annexes. In the case of end-of-module examinations consisting of several components, the mark for the module is calculated as specified in the annex.

The overall mark for the degree is calculated as the weighted arithmetic mean of the marks for the subject categories and the mark for the master's thesis. On the Business Administration programme, the weighting for the contributions to the overall mark is as follows:

- a) Mark for core and advanced section: 12 of 114 ECTS credits
- b) Mark for specialisation section: 48 of 114 ECTS credits
- c) Mark for supplementary section: 24 of 114 ECTS credits
- d) Mark for master's thesis: 30 of 114 ECTS credits

2.2 Rules for failed attempts

Students may retake module examinations that they have failed. The number of attempts is limited to three per module. Modules offered by faculties other than the Faculty of Management, Economics and Social Sciences ("WiSo Faculty") may be subject to different rules.

After failing an exam three times, the WiSSPo provides information regarding the possibility and the requirements to receiving additional resit attempts. If none of the first three examination attempts were failed due to cheating or to an offence, further two resit attempts can be granted at any point of the programme. Students who have accumulated at least 90 credit points can be granted a further additional attempt. If a student fails an examination in the two additional attempts and the extra attempt for students with 90 points or more, they are deemed to have failed the programme at the final attempt. Where a module examination consists of several components, the candidate must obtain a "bestanden" (pass) mark, or at least an "ausreichend (4,0)" (sufficient) mark, in all of the examination components. All components marked "mangelhaft (5,0)" or "nicht bestanden" (fail) must be retaken.

It is not possible to resit module examinations that have already been passed.

A failed master's thesis can be retaken once, with a new topic. Students must register for their second attempt within six months of the result of their first attempt being announced.

2.3 Subject-specific advice and examination advice

The WiSo Faculty has established a **Double Master's Programme in Business Administration** in cooperation with several partner universities. Students admitted to the double degree track are spending one year at a partner university and receive the master's degrees of both universities after successful completion. The **International Relations Center (ZIB WiSo)** serves as point of information and advice concerning the application process and the study plan.

WiSo Student Services (WiSo-Studienberatungszentrum) provides general advice on studies, including the possibilities available and the requirements, for all programmes offered by the WiSo Faculty. It offers subject-specific recommendations concerning students' study plan for their first term on the respective programme plus information on the structures of the various programmes. WiSo Student Services is also the first place to turn to for students with other questions and problems related to their studies. It can be contacted by phone, in person and, of course, e-mail. Please notice the opening hours and contact data on the website.

Subject-specific advice is provided during the designated times by the University's faculty members and associated teaching staff ("akademische Mitarbeiterinnen und Mitarbeiter") involved in the teaching on the programme. The designated times are announced by means of notices in the institutes and on the departments'/institutes' websites.

Legally binding information concerning examinations and examination procedures is provided by the **WiSo Faculty Examination Offices**. These offices also issue transcripts of records in German and English, ranking certificates and letters of assignment to the appropriate term of the programme. All the necessary information, contact details and opening hours can be found on the website.

2.4 Other sources of information and advice

"**KLIPS 2.0**" is the central campus management system of the University of Cologne. At the WiSo faculty, KLIPS 2.0 serves as a student organization tool. Students should use it as an online course catalog, for registration and deregistration of courses and examinations, as well as an overview of the complete study program and calendar. Information on current dates and deadlines of the WiSo faculty, as well as video tutorials and FAQs about KLIPS can be found on the homepage of **WiSo-KLIPS-Support**. If you have further questions, feel free to contact WiSo-KLIPS-Support via **e-mail** (klips-wiso@uni-koeln.de). For account questions, contact the central **KLIPS support**.

International students who study at the WiSo Faculty for part of their programme can turn to the **International Relations Center** ("**Zentrum für Internationale Beziehungen**" or "**ZIB**") for help with any questions they have. Cologne University students preparing to study abroad

can also contact the ZIB for support. The Center also runs a variety of summer schools, short programmes and Business English courses. The services, courses and people to contact can all be found on the website.

The Faculty's **Credit Transfer Centre (Zentrum für die Anrechnung auswärtiger Leistungen)** is responsible for recognising credits accumulated in other institutions. This applies both to credits students have gained at other higher education institutions in Germany or abroad prior to studying at the WiSo Faculty, and to (advance) transfer of credits that students plan to accumulate abroad or have already accumulated abroad as part of a WiSo Faculty programme. This system does away with the need to make individual inquiries to departments/institutes and examination offices. Students can find out everything they need to know about the transfer process on the website.

The **WiSo Career Service** offers advice and support, in cooperation with other partners, for students from the WiSo Faculty looking for an internship or profession that is right for them. It also helps them as they plan their career and apply for jobs. In addition, the WiSo Career Service organises seminars, presentations and special events in cooperation with employers and external and internal experts. All of the necessary information can be found on the website.

The **WiSo IT Service** runs regular courses dealing with standard software and field-specific programs.

Students who are having difficulties with their studies or their personal lives can seek help from the **Psychosocial Counselling Service** run by the Kölner Studentenwerk. In addition to counselling, it also provides advice on writing and learning skills plus support for pregnant students and students who have children.

A further service is **Nightline Köln**, the listening and information helpline run by students for students at all of Cologne's institutions of higher education.

3 Curriculum and module descriptions

3.1 Core and advanced section

In accordance with section 29(1), No. 1 of the Examination Regulations, the examination candidate must obtain 18 ECTS credits in the core and advanced section.

Group	Module	ECTS	CC/EC	Required	
Basic Methods Media Management	Core Module Management Skills	6	CC	6	18
	Core Module Econometrics I	6	EC	12	
	Core Module Econometrics II	6	EC		
	Core Module Microeconomics	6	EC		
	Schwerpunktmodul Advanced Statistics (Statistical Inference)	6	EC		
	Schwerpunktmodul Advanced Statistics (Stochastic Processes)	6	EC		
	Core Module Experimental Methods	6	EC		
	Core Module Applied Econometrics	6	EC		

3.2 Specialisation section

In accordance with section 29(1), No. 2 of the Examination Regulations, the examination candidate must obtain 48 ECTS credits in the specialisation section.

Group	Module	ECTS	CC/EC	Required
Foundation Knowledge	Specialisation Module Media and Technology Management: Enterprises, Markets, and Strategies ¹	12	EC	Min. 24
	Specialisation Module Media Economics ¹	12	EC	
	Specialisation Module Media and Technology Management: Platforms, Information Goods and Infrastructure ¹	12	EC	
Advanced/Elective Module	Specialisation Module Topics in Media Economics	6	EC	Min. 6
	Specialisation Module Media and Technology Management Selected Issues	6	EC	
	Specialisation Module Media and Technology Management: Research and Publications	6	EC	
	Specialisation Module Media and Technology Management: Entrepreneurship / Project	6	EC	
	Specialisation Module Economic Engineering	6	EC	
	Specialisation Module Competition Policy	6	EC	
	Specialisation Module Digital Transformation I	6	EC	
	Specialisation Module Information Systems I	6	EC	
	Specialisation Module Information Systems III	6	EC	
	Ergänzungsmodul Introduction to Economic Psychology	12	EC	
	Specialisation Module Selected Subjects	6	EC	
	Specialisation Module Media and Technology Management Selected Issues II	6	EC	
Seminars	Specialisation Module Media and Technology Management Seminar I	6	EC	Min. 6
	Specialisation Module Media and Technology Management Seminar II	6	EC	

¹ The Specialisation Modules Media and Technology Management: Enterprises, Markets, and Strategies, Media Economics and Media and Technology Management: Platforms, Information Goods and Infrastructure (à 12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

3.3 Supplementary section

In accordance with section 29(1), No. 3 of the Examination Regulations, the examination candidate must obtain 24 ECTS credits in a sub-group of the supplementary section.

Group	Module	ECTS	CC/EC	Required
Accounting and Taxation	Specialisation Module Corporate Taxation	12	EC	24
	Specialisation Module Operative and Strategic Controlling	12	EC	
	Specialisation Module International Accounting and Corporate Valuation ¹	12	EC	
	Specialisation Module Selected Issues in Business Taxation I	6	EC	
	Specialisation Module Selected Issues in Business Taxation II	6	EC	
	Specialisation Module Value-based Controlling	6	EC	
	Specialisation Module Selected Issues in Accounting and Auditing I	6	EC	
Business Research	Specialisation Module Research in Finance 1 (Research Track) ²	6	EC	24
	Specialisation Module Research in Finance 2 (Research Track) ²	6	EC	
	Specialisation Module Research on Organizations and Innovation (Research Track)	6	EC	
	Specialisation Module Research in Supply Chain Management (Research Track)	6	EC	
	Specialisation Module Research in Marketing (Research Track)	6	EC	
	Core Module Advanced Mathematics	6	EC	
	Core Module Advanced Experimental Methods	6	EC	
	Core Module Advanced Computational Methods	6	EC	
	Core Module Advanced Microeconomics I	6	EC	
	Core Module Advanced Microeconomics II	6	EC	
	Core Module Advanced Macroeconomics I	6	EC	
	Core Module Advanced Macroeconomics II	6	EC	
	Core Module Advanced Econometrics I	6	EC	
	Core Module Advanced Econometrics II	6	EC	
Specialisation Module Research in Information Systems (Research Track)	6	WP		

¹ The Specialisation Module International Accounting and Corporate Valuation (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

² The modules Specialisation Module Research in Finance 1 (Research Track), Specialisation Module Research in Finance 2 (Research Track) (à 6 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

Controlling	Specialisation Module Operative and Strategic Controlling	12	EC	24	
	Specialisation Module Value-based Controlling	6	EC		
	Specialisation Module Selected Issues in Controlling	6	EC		
	Specialisation Module Selected Issues in Business Taxation I	6	EC		
	Specialisation Module Finance 7	6	EC		
Corporate Development	Specialisation Module Business Ethics	6	EC	Min. 12	24
	Specialisation Module Strategic Development	6	EC		
	Specialisation Module Strategic Human Resource Management	6	EC		
	Specialisation Module Strategic Management	6	EC		
	Specialisation Module Advanced Business Ethics ¹	12	EC	Max. 12	
	Specialisation Module Organization Theory and Design ²	12	EC		
Design & Behavior	Core Module Microeconomics	6	EC	24	
	Specialisation Module Economic Engineering	6	EC		
	Specialisation Module Auction Theory	6	EC		
	Specialisation Module Contract Theory	6	EC		
	Specialisation Module Behavioral Economics	6	EC		
	Core Module Experimental Methods	6	EC		
	Specialisation Module Matching and Market Design: Theory and Practice	6	EC		
	Specialisation Module Research in Personnel Economics: Incentives and Behaviour (Research Track) ³	6	EC		

¹ The Specialisation Module Advanced Business Ethics (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

² The Specialisation Module Organization Theory and Design (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

³ The Specialisation Module Research in Personnel Economics: Incentives and Behaviour (Research Track) will be offered in winter term 2019/20 and summer term 2020 for the last time.

Energy Economics	Specialisation Module Seminar in Energy, Resource and Environmental Economics	6	EC	24	
	Specialisation Module Energy Markets and Regulation (Master)	6	EC		
	Specialisation Module Topics in Energy Markets and Regulation A	6	EC		
	Specialisation Module Topics in Energy Markets and Regulation B	6	EC		
	Specialisation Module Topics in Energy, Resources, Environment and the Economy A	6	EC		
	Specialisation Module Topics in Energy, Resources, Environment and the Economy B	6	EC		
	Specialisation Module Competition Policy	6	EC		
Marketing	Specialisation Module Marketing I	6	EC	Min. 12	24
	Specialisation Module Marketing II	6	EC		
	Specialisation Module Marketing III	6	EC		
	Specialisation Module Marketing IV	6	EC		
	Specialisation Module Marketing V ¹	12	EC	Max. 12	
	Specialisation Module Selected Issues in Marketing I	6	EC		
	Specialisation Module Selected Issues in Marketing II	6	EC		
	Specialisation Module Selected Issues in Marketing III	6	EC		

¹ The Specialisation Module Marketing V (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

Statistics & Econometrics	Specialisation Module Time Series Analysis	6	EC	24
	Specialisation Module Bayesian Econometrics	6	EC	
	Specialisation Module Statistical Analysis of Financial Data	6	EC	
	Specialisation Module Advanced Statistics (Stochastic Processes)	6	EC	
	Specialisation Module Advanced Statistics (Statistical Inference)	6	EC	
	Specialisation Module Topics in Statistics A	6	EC	
	Specialisation Module Topics in Statistics B	6	EC	
	Specialisation Module Topics in Econometrics C	6	EC	
	Specialisation Module Seminar Statistics and Econometrics	6	EC	
	Specialisation Module Multivariate Statistics	6	EC	
	Core Module Econometrics I	6	EC	
	Core Module Econometrics II	6	EC	
	Supply Chain Management	Specialisation Module Supply Chain Innovation	6	
Specialisation Module Project Management		6	EC	
Specialisation Module Supply Chain Operations ¹		12	EC	
Specialisation Module Production Management ²		12	EC	
Studies Abroad	Studies Abroad I (Master)	12	CC	24
	Studies Abroad II (Master)	12	CC	

¹ The Specialisation Module Supply Chain Operations (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

² The Specialisation Module Production Management (12 ECTS) will be offered in winter term 2019/20 and summer term 2020 for the last time.

3.4 Extracurricular course programme

In addition to their regular studies Master's students have the opportunity to take part in extra-curricular courses, in which both academic and vocational skills are taught. Thus it can have an academic and a professional orientation, which serve the development of professional competences. The extracurricular course programme intends to promote and impart competences that go beyond specialist knowledge or concern basic scientific or personal attitudes: scientific curiosity, systematic and analytical thinking, dealing with complexity, solution-orientation and other skills, e.g. the ability to work in a team and foreign language skills. The extracurricular course programme is offered jointly by the faculties and the Professional Centre of the University of Cologne and enables students to pursue their own additional interests, to gain insights into other subjects and faculties, to attend events of social importance, to acquire professionally relevant skills and to attend language courses. In addition, students are offered learning and study aids as part of the extracurricular programme, e.g. for scientific work or literature research. Extracurricular courses are not credited, but the participation is noted on the transcript of records.

3.5 Master's thesis

The master's thesis, which carries 30 ECTS credits, is written towards the end of the programme. It is intended to show that the student is capable of conducting academic work on and reflecting on a specific problem related to the subject matter covered on the programme, using the necessary methods and within a specified period. The topic of the master's thesis on the Business Administration programme must come from the specialisation section or from the subject group taken by the candidate in the supplementary section. If the topic relates to the supplementary section, the candidate must already have accumulated 18 ECTS credits in said supplementary section.

Group master's theses are also permitted provided a clear distinction between and assessment of each candidate's contribution is possible. Objective criteria that make a clear distinction possible, such as sections, page numbers or topics, are used to indicate which student made which contribution. The total workload required of each group member must exceed the requirements for individual masters' theses to an appropriate extent. The difficulty and content of a group thesis must meet the same requirements as for theses undertaken individually and independently. The contribution made by each individual must meet the requirements for masters' theses.

To register to do their master's thesis, students must have accumulated a minimum of 60 ECTS credits. They may take no longer than six months to write the thesis. More detailed information on master's theses can be found in the Examination Regulations.

3.6 Module descriptions

3.6.1 Core and advanced section

Core Module Management Skills					
Module code 1011BMMS00	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every term	Duration 1 Term
1	Courses Management Skills		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content <ul style="list-style-type: none"> • Models of leadership, communication, presentation, planning, analysis and reflection • Rules and techniques for and phases of leadership, communication, presentation, planning, analysis or reflection • Requirements, influencing factors and make-or-break criteria concerning the social and methodical aspects of management tasks • Disruptive factors and difficulties in the performance of management tasks. • Typical management task situations 				
3	Learning objectives Students... ...analyse the social and methodical aspects of management tasks in companies for specific situations. ...can distinguish between and analyse the various management task functions in the areas of leadership, communication, presentation, planning, analysis and reflection. ...define the necessary analytical and organisational tasks within one area of management. ...analyse the requirements for typical management skills from the perspective of one area of management. ...compare suitable approaches and theories based on situational requirements. ...select suitable methods and practise managing the situation using those methods. ...reflect on and assess their own actions and those of others and identify development potential. ...identify any additional requirements and suggest ways of enhancing specific methods. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements no recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				

<p>8</p>	<p>Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p>
<p>9</p>	<p>Module manager Leitung WiSo-Career-Service</p>
<p>10</p>	<p>Miscellaneous A range of seminars are offered, each focusing on different aspects of management skills.</p>

Core Module Econometrics I					
Module code 1314BMEc01	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Core Econometrics I		Contact hours 45h	Self-Studies 135h	Course Language English
2	Module content <ul style="list-style-type: none"> • Linear regression model and OLS method • Generalised linear regression model with heteroskedastic/autocorrelated errors and (F)GLS method • Endogeneity and instrumental variables • Maximum likelihood method 				
3	Learning objectives Students... ... acquire basic knowledge of econometric methods, understand scientific contributions in the field of empirical economic research and conduct empirical studies on economic issues independently. ... create econometric models and choose between alternative model specifications. ... can estimate parameters of linear and generalised regression models, models for discrete and limited dependent variables and time series models, using suitable inference methods, and conduct hypothesis tests. ... generate forecasts for economic variables.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements none				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika				

	<p>Master of Science Geographie: VWL Master Geographie</p> <p>Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China</p> <p>Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Basis- und Aufbaubereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p> <p>Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p>
9	<p>Module manager Univ.-Prof. Dr. Roman Liesenfeld</p>
10	<p>Miscellaneous</p>

Core Module Econometrics II					
Module code 1314BMEc02	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Core Econometrics II		Contact hours 45h	Self-Studies 135h	Course Language English
2	Module content <ul style="list-style-type: none"> • Generalised moment method • Models for discrete and limited dependent variables • Univariate and multivariate time series models • Panel models 				
3	Learning objectives Students... ... acquire basic knowledge of econometric methods, understand scientific contributions in the field of empirical economic research and conduct empirical studies on economic issues independently. ... create econometric models and choose between alternative model specifications. ... can estimate parameters of linear and generalised regression models, models for discrete and limited dependent variables and time series models, using suitable inference methods, and conduct hypothesis tests. ... generate forecasts for economic variables.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements none				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika Master of Science Geographie:				

	<p>VWL Master Geographie Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Roman Liesenfeld</p>
<p>10</p>	<p>Miscellaneous</p>

Core Module Microeconomics					
Module code 1289BMMi04	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Game Theory		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Non-cooperative game theory • Games in normal form • Games in extensive form, with perfect and imperfect information • Finitely and infinitely repeated games • Cooperative game theory • Kern, Shapley value, negotiation solutions • Evolutionary game theory • Social choice theory and elections • Condorcet's paradox, Arrow's theorem 				
3	Learning objectives Students... ... acquire basic knowledge of game theory. ... understand where game theory can be applied in political and social science. ... identify the links between game theory and experimental economics.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements none				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika				

	<p>Master of Science Geographie: VWL Master Geographie</p> <p>Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Basis- und Aufbaubereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p> <p>Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Bettina Rockenbach</p>
<p>10</p>	<p>Miscellaneous</p>

Specialisation Module Advanced Statistics (Statistical Inference)					
Module code 1314SMAS01	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Statistics (Statistical Inference)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Sampling • Theory of point and interval estimation and estimation methods • Theory of hypothesis testing and test procedures • Estimation and testing for stochastic processes 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... deepen their knowledge of parameter estimation and testing of statistical hypotheses. ... outline the fundamentals of statistical data collection methods. ... conduct point and interval estimation and hypothesis testing. ... perform special parametric and non-parametric estimations and tests. ... perform statistical inference analysis of stochastic models. 				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Solid basic knowledge of probability theory gained in bachelor degree, Core Module in Mathematics (BSc in Economics/Business Administration) and core and advanced modules in Statistics (BSc in Economics/Business Administration).				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19:				

	<p>Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Dominik Wied</p>
10	<p>Miscellaneous</p>

Specialisation module Advanced Statistics (Stochastic Processes)					
Module code 1314SMAS03	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Advanced Statistics II (Stochastic Processes)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • ANOVA • Interval estimation • Bootstrap • Non-parametric tests (Independence tests, rank tests) • Stochastic processes (Martingale, Markov strings) 				
3	Learning objectives Students... ... deepen their knowledge of probability theory and stochastic modelling. ... calculate and interpret probabilities and tests. ... model economic phenomena with the aid of random variables and stochastic processes.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Solid basic knowledge of probability theory gained in bachelor degree, Core Module in Mathematics (BSc in Economics/Business Administration) and core and advanced modules in Statistics (BSc in Economics/Business Administration).				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19:				

	<p>Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Dominik Wied</p>
10	<p>Miscellaneous</p>

Core Module Experimental Methods					
Module code 1289BMEM00	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Experimental Methods		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content The course discusses the methodology of experimental economics, covering questions of experimental design, experimental implementation and evaluation of economic experiments.				
3	Learning objectives Students... ... are introduced to different experimental economic research methods and applications. ... discuss the advantages and disadvantages of specific experiment design elements. ... assess different methods for evaluating data from economic experiments.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft				

	<p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p>
9	<p>Module manager Univ.-Prof. Dr. Bettina Rockenbach</p>
10	<p>Miscellaneous Recommended reading: Friedman and Sunder, Experimental Methods: A Primer for Economists, Cambridge University Press (1994)</p>

Core Module Applied Econometrics					
Module code 1287ApEc00	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Applied Econometrics (2nd Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Linear regression model • Endogeneity and instrumental variables • Maximum likelihood method • Generalised moment method • Models for discrete and limited dependent variables • Univariate and multivariate time series models • Panel models 				
3	Learning objectives Students... ...acquire basic knowledge of econometric methods, enabling them to understand academic contributions in the field of empirical economic research and to conduct empirical studies on economic issues independently. ...learn how to create econometric models and choose between alternative model specifications. ...learn how to estimate parameters of linear and generalised regression models, models for discrete and limited dependent variables and time series models, using suitable inference methods, and how to conduct hypothesis tests. ...learn how to generate forecasts for economic variables.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development				

	<p>Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing</p> <p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p>
9	<p>Module manager Konveniat Volkswirtschaftslehre N.N.</p>
10	<p>Miscellaneous</p>

3.6.2 Specialisation section

Specialisation Module Media and Technology Management: Enterprises, Markets, and Strategies					
Module code 1284SMTEM2	Workload 360h	ECTS credits 12	Module Language German and English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Media and Technology Management: Enterprises, Markets, and Strategies		Contact hours 30h	Self-Studies 330h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Overview of the different media and telecommunication sectors • Selected companies and institutions and the related rules and potential • Business management features specific to media and telecommunication markets and business models • Business processes and management tasks in the different media, IT and telecommunication sectors and companies • Strategy development and evaluation • Innovation management • Technology management • Entrepreneurship • Application of the concepts covered to selected media, IT and telecommunication innovations and corporate strategies based on them, providing a more in-depth look at said concepts. 				
3	Learning objectives Students... ...are familiar with the entire range of media, IT and telecommunication companies operating in Germany and abroad and the markets of relevance to them. ...analyse the various business models and can assess certain companies' strategies based on strategic approaches they have practiced using. ...are familiar with national and international providers of and technologies behind various media, IT and telecommunication innovations. ...analyse the business administration side of these innovations against the backdrop of existing and evolving standards and competition. ...develop corporate strategies and assess such strategies. ...devise innovative applications and assess their chances on the market.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points				

	Passing the written test.
8	<p>Other programmes that use the module</p> <p>Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie</p> <p>Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management</p>
9	<p>Module manager</p> <p>Univ.-Prof. Dr. Claudia Loebbecke, M.B.A.</p>
10	Miscellaneous

Specialisation Module Media Economics					
Module code 1284SMME02	Workload 360h	ECTS credits 12	Module Language German and English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Media Economics		Contact hours 60h	Self-Studies 300h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Information problems on media markets • Reputation • Effects of networks • Two-sided markets • Economic analysis of advertising 				
3	Learning objectives Students analyse characteristics of media markets using micro-economic models ... describe the reasons for market failure and government failure on media markets ... discuss policy implications and the regulation of media markets ... discuss frequently used empirical methods in media economics				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of Microeconomics and Statistics				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Johannes Münster				
10	Miscellaneous				

Specialisation Module Media and Technology Management: Platforms, Information Goods and Infrastructure					
Module code 1284SMTP12	Workload 360h	ECTS credits 12	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Media and Technology Management: Platforms, Information Goods, and Infrastructures		Contact hours 30h	Self-Studies 330h	Course Language English
2	Module content <ul style="list-style-type: none"> • Economics of digital goods • Managerial peculiarities of digital markets and platforms • Design and regulation of digital markets, platforms, and infrastructures • Media, IS, and Telecommunication technologies and their applicability as well as limitations • Selected application areas of digital Media, IT, and Telecommunication technologies • “Big Data Analytics”: business strategies, economic potential and societal impact 				
3	Learning objectives Students... ... understand the economic features of digital goods and services as well as resulting managerial pricing strategies. ... acquire deeper knowledge of MTM infrastructures and regulations and understand their impact on MTM business models, companies and social welfare. ... recognise entrepreneurial shaping options on digital platforms and understand decision strategies (search strategies, pricing strategies, sharing strategies). ... recognise the mechanisms and the design of various digital markets and understand their economic, political, and social impact factors as well as their societal consequences.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Business Administration - Media and Technology Management:				

	Schwerpunktbereich Media and Technology Management
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A. Univ.-Prof. Dr. Christian-Mathias Wellbrock
10	Miscellaneous Mode of end-of-module examination will be specified in the first session. See www.mtm.uni-koeln.de

Specialisation Module Topics in Media Economics					
Module code 1289SMTM02	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Seminar in Media Economics		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Microeconomic models of media markets and empirical verification thereof • Market and state failure in the media sector 				
3	Learning objectives Students... ... analyse economic factors and problems in the field of media economics. ... recognise possible reasons for market and state failure in the media sector. ... weigh up different stakeholders' interests. ... discuss economic regulation and policy in media markets.				
4	Teaching and learning methods seminar				
5	Module entry requirements Recommended: Specialisation module Media Economics				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Johannes Münster				
10	Miscellaneous				

Specialization Module Media and Technology Management Selected Issues					
Module code 1284SMTSIO	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses a) Selected Media and Technology Issues I b) Selected Media and Technology Issues II c) Selected Media and Technology Issues III d) Selected Media and Technology Issues IV		Contact hours a) 30h b) 30h c) 30h d) 30h	Self-Studies a) 150h b) 150h c) 150h d) 150h	Course Language a) German and English b) German and English c) German and English d) German and English
2	Module content Topics vary and will be specified before each course.				
3	Learning objectives Students... ... discuss current issues in the field of media and technology management. ... argue from different standpoints and defend their standpoints. ... keep abreast of and assess current trends in new media, information and telecommunication technologies. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test. Only one course must be attended; the examination refers to topics of only one course.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management:				

	Schwerpunktbereich Media and Technology Management
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A.
10	Miscellaneous

Specialisation module Media and Technology Management: Research and Publications					
Module code 1284SMTRP0	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Media and Technology Management: Research and Publications		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content Focus on research work, design and methods				
3	Learning objectives Students... ... know how to conduct research work and communication in the field of media and technology management. ... understand research approaches and methods. ... know how to communicate the research question, method and findings. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A.				
10	Miscellaneous				

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Specialization Modul Media and Technology Management: Entrepreneurship / Project					
Module code 1284SMTEP0	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses Media and Technology Management: Entrepreneurship / Project		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content Topics vary and will be specified before each course				
3	Learning objectives Students... ... present a business plan in written and oral form. ... explain industry details in the field dealt with in the business plan project. ... know how to analyse the value added potential of digital goods. ... acquire deeper knowledge of selected media management issues, for example, based on structured analyses, practical application, product development, business plans and (market) simulation. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A.				

10	Miscellaneous
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Specialisation Module Economic Engineering					
Module code 1289SMEE00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Economic Engineering		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Evaluation of the roles of theory and laboratory/field experiments in the development of markets and incentive systems - Analysis of relevant behavioural phenomena and institutional details of particular importance for specific designs - Discussion of practical applications of economic engineering in matching markets, auctions and other markets				
3	Learning objectives Students... ... apply their theoretical and empirical skills to real markets. ... identify problems in markets and develop and discuss possible solutions. ... deal with current economic challenges and present own research ideas.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft:				

	<p>Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Axel Ockenfels</p>
10	<p>Miscellaneous</p>

Specialisation module Competition Policy					
Module code 1289SMCP00	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Competition Policy		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Institutional background: competition policy in Germany, the EU and the US • Market power: theory and measurement • Unilateral abuse of market power: horizontal and vertical restraints on competition • Multilateral abuse of market power: cartels and implicit agreements 				
3	Learning objectives Students... ... recognise, based on models of competition theory, how competitive markets work. ... discuss the causes of market power and its effects in terms of welfare economics. ... assess, evaluate and debate cases that illustrate competition policy in practice and use competition theory to analyse them.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika Master of Science Geographie: VWL Master Geographie Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China Master of Science International Management: Basis- und Aufbaubereich International Management				

	<p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Economics: Schwerpunktbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager N.N.</p>
10	<p>Miscellaneous</p>

Schwerpunktmodul Digital Transformation I					
Module code 1277SMDT01	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Advanced Information Management b) Value Creation in the Digital World		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	<p>Module content</p> <p>a) Advanced Information Management:</p> <ul style="list-style-type: none"> • Concepts, frameworks, and development of Information Management • Management of external information sources and demand • IT in companies - role and contribution to value generation • IT Governance • IT Strategy and Strategic Alignment • IT Processes • IT Controlling • IT Sourcing • Knowledge Management • Role of the CIO • New trends <p>b) Value Creation in the Digital World:</p> <ul style="list-style-type: none"> • Technologie- und Businessrends im digitalen Zeitalter • Neue Geschäftsmodelle und Plattformen • Neue Kanäle und neue Kommunikationswege • Kundenmanagement im digitalen Zeitalter • Einfluss der digitalen Technologien auf die Gesellschaft 				
3	<p>Learning objectives</p> <p>Students...</p> <p>... a) Information Management</p> <p>... are familiar with the connection between information management and the company's success.</p> <p>... understand the way information management is motivated and how it has developed from a historical point of view.</p> <p>... are able to explain and discuss concepts, important approaches as well as the current state of information management.</p> <p>... understand knowledge management as an important field of application of information management.</p> <p>...</p> <p>... b) Value Creation in the Digital World</p> <p>... understand current technological trends that change and disrupt business and industries, and create new business models.</p> <p>... understand the importance of social media in business, society, and economic decisions.</p> <p>... analyze the value of networks and platforms.</p>				

	<p>... study strategies and tactics (also case studies) that create value in the digital age. ... evaluate innovations and business ideas in the face of radical technological change.</p>
4	<p>Teaching and learning methods practice lecture</p>
5	<p>Module entry requirements no recommendations</p>
6	<p>Mode of end-of-module examination Written test: WT (60)</p>
7	<p>Prerequisites for awarding of credit points Passing the written examination. Only one course must be attended; the examination refers to topics of only one course.</p>
8	<p>Other programmes that use the module Master of Science Information Systems: Schwerpunktbereich Information Systems Master of Science International Management: Basis- und Aufbaubereich International Management Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management</p>
9	<p>Module manager Univ.-Prof. Dr. Detlef Schoder</p>
10	<p>Miscellaneous</p>

Specialisation Module Information Systems I					
Module code 1277SinSy1	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Selected Issues in Information Systems (SoSe) b) Design Thinking for Digital Innovation (WiSe)		Contact hours a) 30h b) 30h	Self-Studies a) 150h b) 150h	Course Language a) English b) English
2	Module content a) Selected Issues in Information Systems <ul style="list-style-type: none"> • Current issues in information Systems b) Design Thinking for Digital Innovation <ul style="list-style-type: none"> • Necessity and Requirements for Digital Innovation • Understanding of a real-life challenge by a social partner • Understanding for innovative methods like Design Thinking & Lean Startup • Development of user empathy through explorative interviews • Development of ideas to solve the design challenge • Generation of stimuli & prototypes • Hypothesis based user-validation • Analysis of testing setup and presentation of recommendation of business solution to address real-life challenge by social partner • Ongoing hands-on and practical project work with innovation consulting firm etventure 				
3	Learning objectives Students... ... a) Selected Issues in Information Systems ... Students... ... analyse current issues in information systems. ... describe and apply fundamental Information system theories. ... discuss the benefits of information systems when seeking to solve economic issues b) Design Thinking for Digital Innovation ... Students... ... understand the driving forces determining digital transformation and innovation. ... learn and apply the agile and innovative methods to develop new business models. ... create hands-on ideas and real-life solutions with a social partner.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				

7	<p>Prerequisites for awarding of credit points Passing the written test.</p>
8	<p>Other programmes that use the module Master of Science Information Systems: Schwerpunktbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management</p>
9	<p>Module manager Managing Director, Cologne Institute for Information Systems</p>
10	<p>Miscellaneous a) Seminar can be held as blocked courses. Required readings are announced at the beginning of the semester. Seminar can be held by faculty members on a rotating basis or by an adjunct or guest professor. b) Students understand the real-life design challenge by a social partner and practically apply the learned methods (e.g. Design Thinking & Lean Startup) to develop and test ideas and present a validated solution. The Lecture is held via several One-Day-Workshops with ongoing mentoring and a final presentation incl. final paper. This lecture is offered through a lectureship by etventure (www.etventure.de).</p>

Specialisation Module Information Systems III					
Module code 1277SinSy3	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Emerging Electronic Business (SoSe) b) Programming Data Science		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) German b) English
2	<p>Module content</p> <p>a) Emerging Electronic Business</p> <ul style="list-style-type: none"> • Current IT trends and the transformation of electronic business into "ambient business" in the context of networked and computerised objects and environments (Internet of Things, smart Environments) • Conceptual basics of relevant technologies (including sensors, RFID, telecommunication) • Design and applications of smart environments • Design of intuitive human-computer interaction (HCI) • Context awareness and context-based services • Freely offering and sharing Information as a way of adding value • Economic, social and ethical effects of increasingly omnipresent information technology <p>b) Programming Data Science</p> <p>This course teaches typical programming skills required in data science projects. Students will use and learn R and Python. They will learn how to import, clean and manipulate data. They will then learn to write reproducible code that produces quality reports in formats such as HTML or PDF. Based on these fundamental skills, we continue to code the following tasks:</p> <ul style="list-style-type: none"> • Exploratory data analysis and visualizations • Applied econometrics and the analysis of experiments (A/B-Tests) • Machine learning and narrow AI used for data analysis <p>The course will employ a project-based format. We will try to simulate realistic data scientific situations and we will work in teams. Along the way, students learn the basics of using Git and GitHub. All programming will be in R and Python. The two languages offer quite different approaches to programming. It can be very helpful to switch between them in a single project.</p>				
3	<p>Learning objectives</p> <p>Students...</p> <p>... a) Emerging Electronic Business</p> <p>... Students...</p> <p>... assess the latest technical and business-related developments concerning (emerging) electronic business.</p> <p>... develop application scenarios for emerging electronic business, implement them (as prototypes, in some cases) and present them in class.</p> <p>...</p> <p>... b) Programming Data Science</p> <p>... Students ...</p>				

	<p>... apply typical data science programming languages like R and Python to master basic data analysis tasks</p> <p>... apply particular skills relevant to data science projects.</p>
4	<p>Teaching and learning methods</p> <p>practice</p> <p>lecture</p>
5	<p>Module entry requirements</p> <p>No recommendations</p>
6	<p>Mode of end-of-module examination</p> <p>Portfolio: PO</p>
7	<p>Prerequisites for awarding of credit points</p> <p>Passing the written test.</p>
8	<p>Other programmes that use the module</p> <p>Master of Science Information Systems: Schwerpunktbereich Information Systems</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management</p>
9	<p>Module manager</p> <p>Univ.-Prof. Dr. Detlef Schoder</p>
10	<p>Miscellaneous</p> <p>a) Lecture is held in a project-based style. Students develop application scenarios and/or prototypes for emerging electronic business, implement them, and present them in class. b) The course will employ a project-based format.</p>

Supplementary Module Introduction to Economic Psychology					
Module code 1320EMIE00	Workload 360h	ECTS credits 12	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Introduction to Economic Psychology		Contact hours 60h	Self-Studies 300h	Course Language English
2	Module content Selected topics and current issues in economic psychology: <ul style="list-style-type: none"> • Basic concepts in economic psychology (e.g., decision anomalies, descriptive decision theories, lay theories of economic concepts) • Economic psychology and its application in consumer markets, labour markets, and financial markets (e.g., purchase decisions, entrepreneurship, investments) • Economic psychology and its application in macroeconomic contexts (e.g., tax evasion, unemployment, wealth and happiness) 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... differentiate psychological aspects of economic contexts. ... apply psychological theories and concepts when analyzing economic issues. ... define independently a problem area. ... gather results of recent research, assess them critically and summarize them. ... present their findings individually. ... identify critical points and discuss these with the group. 				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: WT (60), PRES				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science International Management: Basis- und Aufbaubereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing				

	Master of Science Economics: Ergänzungsbereich Economics Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management
9	Module manager Univ.-Prof. Dr. Erik Hölzl
10	Miscellaneous Compulsory reading will be announced each semester.

Schwerpunktmodul Selected Subjects					
Module code 1284SMSE00	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses a) Data Science for Management b) Selected Subjects		Contact hours a) 60h b) 30h	Self-Studies a) 120h b) 150h	Course Language a) English
2	Module content Data Science for Management: - Correlation and supervised segmentation - Overfitting - Similarity and clustering - Visualizations of model performance - Analysis of large amounts of text Selected Subjects: Depending on short-term offers.				
3	Learning objectives Students... ...discuss various topics from the field of media, information and telecommunication technologies. ...argue from different positions and represent their points of view towards third parties.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: WT (60), PRES				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager AD Dr. Johannes Antweiler				
10	Miscellaneous				

Spezialisation Module Media and Technology Management Selected Issues II					
Module code 1284SMTSI2	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses Selected Media and Technology Issues		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content Topics vary and will be specified before each course.				
3	Learning objectives Students... ... discuss current issues in the field of media and technology management. ... argue from different standpoints and defend their standpoints. ... keep abreast of and assess current trends in new media, information and telecommunication technologies. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written examination. Only one course must be attended; the examination refers to topics of only one course.				
8	Other programmes that use the module Master of Arts Medienwissenschaft: MA Medienmanagement/Medienökonomie Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A.				
10	Miscellaneous				

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Specialisation Module Media and Technology Management Seminar I					
Module code 1284SMMS01	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Media and Technology Management Seminar I		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content Varying topics				
3	Learning objectives Students... ... apply research methods to varying topics. ... produce their own academic work. ... learn academic presentation and discussion methods. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A.				
10	Miscellaneous				

Specialisation Module Media and Technology Management Seminar II					
Module code 1284SMMS02	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Media and Technology Management Seminar II		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content Varying topics				
3	Learning objectives Students... ... apply research methods to varying topics. ... produce their own academic work. ... learn academic presentation and discussion methods. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management				
9	Module manager Univ.-Prof. Dr. Claudia Loebbecke, M.B.A. Univ.-Prof. Dr. Johannes Münster				
10	Miscellaneous				

3.6.3 Supplementary section

Specialisation Module Corporate Taxation					
Module code 1016SbeUn0	Workload 360h	ECTS credits 12	Module Language German	Module availability every 2nd term - winter term	Duration 2 Terms
1	Courses a) Corporate Taxation I (WiSe) b) Corporate Taxation II (SoSe)		Contact hours a) 45h b) 45h	Self-Studies a) 135h b) 135h	Course Language a) German b) German
2	Module content <ul style="list-style-type: none"> • Significance of taxation in terms of business administration • Taxation of partnerships and corporations • Choice of legal structure based on current national and transnational taxation practice • Optimisation of legal structure; special legal structures • Taxation of transnational business operations and international tax planning • Problem of double taxation and dealing with measures designed to prevent tax arbitrage • Tax planning for corporate restructuring and takeovers • German Reorganisation Tax Act • Exercises to deepen knowledge of subject matter covered in class 				
3	Learning objectives Students... ... are familiar with problems and methods in business taxation. ... understand how taxes influence choice of legal structure. ... gain an insight into taxation of transnational business operations. ... understand how taxes influence national and transnational decisions for companies. ... apply the expertise they have acquired to specific case studies.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of tax law.				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written tests. Both courses must be attended; the examinations refer to topics of both courses.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems:				

	<p>Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Michael Overesch</p>
<p>10</p>	<p>Miscellaneous The module can be started in the spring term as well. However, a start in the fall term is advised.</p>

Specialisation Module Operative and Strategic Controlling					
Module code 1016SOSCo0	Workload 360h	ECTS credits 12	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Operative Controlling (1. Term) b) Strategic Controlling (2. Term)		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	<p>Module content</p> <p>Operative controlling:</p> <ul style="list-style-type: none"> • Fundamentals of controlling • Theory, strategies and methods to support controlling activities • Controlling instruments <p>Strategic controlling:</p> <ul style="list-style-type: none"> • Introduction to strategic controlling • Conventional cost management instruments • More recent cost management instruments • Benchmarking 				
3	<p>Learning objectives</p> <p>Students...</p> <ul style="list-style-type: none"> ... identify the main controlling strategies. ... learn about different types of interdependency and assess analytical and heuristic methods with which to coordinate said interdependencies. ... deepen their knowledge of different “conventional” cost accounting techniques (including actual and standard costing, full-cost accounting and variable costing). ... learn methods for conducting cost variance analyses. ... understand the Peinreich-Lücke theorem and the relationship between investment appraisal and cost accounting. ... use linear programming for production planning and dynamic programming for measuring inter-temporal interdependencies. ... examine the benefit of additional information under uncertainty using the concept of “information value”. ... analyse the principal-agency theory and use controlling instruments to help solve any incentive problems that arise. ... learn the main controlling strategies for solving coordination problems. ... compare the pros and cons of proactive cost management and early cost budgeting. ... examine the more recent instruments of cost management (including lifecycle, target and activity-based costing). ... discuss the basics of benchmarking. ... conduct case studies using the skills they have acquired. 				
4	<p>Teaching and learning methods</p> <p>practice lecture</p>				

5	<p>Module entry requirements Recommended: Basic knowledge of internal and external accounting, investment, financing and decision theory.</p>
6	<p>Mode of end-of-module examination Portfolio: PO</p>
7	<p>Prerequisites for awarding of credit points Passing the examination. Both courses must be attended. The module is tested in two written examination elements.</p>
8	<p>Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie</p>
9	<p>Module manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous Required reading will be announced at the beginning of the respective term.</p>

Specialisation Module International Accounting and Corporate Valuation					
Module code 1016SIRUb0	Workload 360h	ECTS credits 12	Module Language German and English	Module availability every term	Duration 2 Terms
1	Courses a) Corporate Valuation b) International Accounting		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) German b) German
2	<p>Module content</p> <p>International accounting:</p> <ul style="list-style-type: none"> • Doctrinal and conceptual principles of IFRS • IASB framework • Rules for recognising assets and liabilities • measurement rules • Special problems in IFRS separate and consolidated financial statements <p>Business valuation:</p> <ul style="list-style-type: none"> • Reasons, purposes, history of doctrines • Equivalence principles • Forecasting rules and instruments • Risk/benefit approach to business valuation • Capital market oriented valuation methods 				
3	<p>Learning objectives</p> <p>Students...</p> <p>... gain confidence in balance sheet preparation using international accounting standards [IFRS].</p> <p>... acquire expertise on how to interpret standards in line with the system being used.</p> <p>... apply to real-life cases what they have learned about accounting rules.</p> <p>... apply business valuation approaches when preparing IFRS balance sheets.</p> <p>... acquire expertise on how to differentiate between different reasons for and purposes and doctrinal concepts of business valuation.</p> <p>... apply the basic rules of investment valuation theory to business valuation problems.</p> <p>... produce cash flow forecasts.</p> <p>... acquire expertise on how to use the different variants of the DCF method and other modern valuation methods based on the aims being pursued.</p>				
4	<p>Teaching and learning methods</p> <p>practice lecture</p>				
5	<p>Module entry requirements</p> <p>No recommendations</p>				
6	<p>Mode of end-of-module examination</p> <p>Written test: WT (120)</p>				
7	<p>Prerequisites for awarding of credit points</p> <p>Passing the written test. Both courses must be attended; the examination refers to top-</p>				

	ics of both courses.
8	<p>Other programmes that use the module</p> <p>Master of Science Business Administration - Finance: Ergänzungsbereich Finance</p> <p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager</p> <p>Univ.-Prof. Dr. Christoph Kuhner</p>
10	<p>Miscellaneous</p> <p>An exam is offered in every semester.</p>

Specilisation Module Selected Issues in Business Taxation I					
Module code 1016SMSB01	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Tax Accounting b) Financial Service and Real Estate Taxation (1. Term) c) Taxation of Family Business		Contact hours a) 30h b) 30h c) 30h	Self-Studies a) 60h b) 60h c) 60h	Course Language a) English b) English c) German
2	Module content Selected Issues in Business Taxation				
3	Learning objectives Students... ... acquire methodological competence in the area of tax law. ... acquire subject expertise to deepen their understanding of tax law. ... learn how to solve new cases using the subject expertise and methodological competence they have acquired.				
4	Teaching and learning methods lecture				
5	Module entry requirements Recommended: Basic knowledge of business taxation				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test. Two courses must be attended; the examination refers to topics of two courses.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation:				

	<p>Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management</p>
9	<p>Module manager Univ.-Prof. Dr. Michael Overesch</p>
10	<p>Miscellaneous</p>

Specilisation Module Selected Issues in Business Taxation II					
Module code 1016SMSB02	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) International Tax Planning (1. Term) b) Taxation of Corporate Groups		Contact hours a) 30h b) 30h	Self-Studies a) 60h b) 60h	Course Language a) English b) German
2	Module content Selected Issues in Business Taxation				
3	Learning objectives Students... ... gain methodological competence in tax law. ... acquire a deeper understanding of tax law. ... learn how to solve new cases using the knowledge they have acquired.				
4	Teaching and learning methods lecture				
5	Module entry requirements Recommended: Basic knowledge of corporate taxation				
6	Mode of end-of-module examination Combined examination: WT (30), OE (30)				
7	Prerequisites for awarding of credit points Passing the combined examination. Both courses must be attended; the examination refers to topics of both courses.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing				

	<p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Michael Overesch</p>
10	<p>Miscellaneous</p>

Specialisation module Value-based Controlling					
Module code 1016SVbCo0	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Value-based Controlling		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Basics of value-based controlling (including traditional financial indicators) • Characteristics of capital markets • Effect of capital structure on business value • Shareholder value approach • Discounted cash flow (DCF) method • Value-based indicators • Implementation of a value-based strategy • The Ohlson model 				
3	Learning objectives Students... ... identify the disadvantages of traditional financial indicators. ... assess capital market characteristics and their implications in terms of valuation. ... apply investment calculuses to business valuations. ... distinguish between valuation techniques, especially with regard to the underlying assumptions. ... draw up estimates for forecasting cash flow and profit and determining cost of capital. ... examine published financial statement data and adapt to economic standards. ... determine business value based on multiplier, DCF and EVA methods.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of "Kosten- und Leistungsrechnung", "Bilanz- und Erfolgsrechnung", "Investition und Finanzierung", as well as "Entscheidungstheorie" from the bachelor studies should be present.				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management				

	<p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie</p>
9	<p>Module manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous Required reading will be announced at the beginning of the respective term.</p>

Specialisation Module Selected Issues in Accounting and Auditing Issues I					
Module code 1016SAFRW0	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Unternehmenspublizität und Jahresabschlussanalyse b) Konzernbilanzen (1. Term)		Contact hours a) 30h b) 30h	Self-Studies a) 60h b) 60h	Course Language a) German b) German
2	Module content <ul style="list-style-type: none"> • Regulation of capital market information • Value relevance studies • Company rating techniques • KPI-based analysis • Special problems in group accounting 				
3	Learning objectives Students... ... acquire expertise on how to assess the legal and strategic aspects of modern capital market communication. ... acquire expertise on how to assess the motives behind accounting policies and to analyse the instruments used in accounting policies. ... assess from various perspectives the usefulness of accounting data as a decision-making aid. ... acquire expertise on how to use business valuation methods when analysing annual financial statements, based on the aims being pursued. ... gain confidence in group accounting using national and international standards. ... analyse real-life accounting problems.				
4	Teaching and learning methods lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test. Both courses must be attended; the examination refers to topics of both courses.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie				

	<p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Christoph Kuhner</p>
<p>10</p>	<p>Miscellaneous</p>

Schwerpunktmodul Research in Finance 1 (Research Track)					
Module code 1259SMRF01	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Empirical Research in Finance		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Pivotal works in empirical capital market research • Data processing tools • Application of statistical & econometric methods 				
3	Learning objectives Students... <ul style="list-style-type: none"> ...discuss current questions in empirical capital market research. ...replicate pivotal studies in this area, e.g. papers on business valuation. ...critically assess the results of past studies. ...independently develop further contributions to research. ...to that end acquire methods ...for making efficient use of key WRDS research databases, particularly IBES, CRSP and COMPUSTAT. ...for analysing the quality of such databases. 				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Students must have extensive knowledge of finance and statistics. It is recommended that students have accumulated at least 42 ECTS credits in the core and advanced section and/or specialisation section with a minimum average mark of 2,0.				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Schwerpunktbereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development				

	<p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Dieter Hess</p>
10	<p>Miscellaneous</p>

Specialisation Module Research in Finance 2 (Research Track)					
Module code 1259SMRF02	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Empirical Research in Asset Management b) Wissenschaftliches Arbeiten in Finance: Von der der Idee zur Veröffentlichung		Contact hours a) 30h b) 30h	Self-Studies a) 150h b) 150h	Course Language a) English
2	Module content Empirical Research in Asset Management <ul style="list-style-type: none"> • Current issues in capital market research, focusing on asset management • Critical assessment of pivotal studies in this area • Methodical implementation of empirical investigations • Guidance on independent research Wissenschaftliches Arbeiten in Finance: Von der Idee zur Veröffentlichung <ul style="list-style-type: none"> • Development of a research proposal in the field of finance • Preparation of the proposal for a research paper • Presentation and publication of the research paper 				
3	Learning objectives Students... ... develop their own research ideas. ... devise methods for conducting their own research projects. ... formulate their own research proposals and work them out into papers. ... engage in academic discourse.				
4	Teaching and learning methods seminar Research project				
5	Module entry requirements Recommended: Advanced knowledge in statistics and finance. Previously to enrolling, students are recommended to have completed 42 Credit Points in Core and/or Supplementary Modules with an average grade of at least 2.0.				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Schwerpunktbereich Finance Ergänzungsbereich Finance				

	<p>Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management</p> <p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Alexander Kempf Dr. Alexander Pütz</p>
10	<p>Miscellaneous Only one of the two courses (a or b) can and needs to be taken. Course b is offered irregularly.</p>

Specialisation Module Research on Organizations and Innovation (Research Track)					
Module code 1253SMRO00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Empirical and theoretical research on organization and innovation		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content <ul style="list-style-type: none"> • Current issues in management, organization and/or innovation research, with a focus on pertinent theory and empirical research • Critical assessment of central research papers • Guidance to independent research 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... discuss papers to understand, compare and critically evaluate theories and methodological approaches in management, organization, and innovation. ... develop research ideas, with a focus on various topics in contemporary research in the above fields. ... are prepared for conducting their own research projects. 				
4	Teaching and learning methods seminar				
5	Module entry requirements recommended: Advanced knowledge in statistics and management, organization and innovation. Prior to enrolling, students are recommended to have completed 18 credit points in methodological foundations, 33 credit points in basic or advanced modules of the major, including the seminar.				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module <ul style="list-style-type: none"> Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: 				

	Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation
9	Module manager Univ.-Prof. Dr. Mark Ebers
10	Miscellaneous

Specialisation Module Research in Supply Chain Management (Research Track)					
Module code 1271SMRS00	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses Research in Supply Chain Management		Contact hours 60h	Self-Studies 120h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Complex decision-making models • Limitations of existing models • Enhancement and modification of models 				
3	Learning objectives Students... ... deepen their knowledge in the field of supply chain management. ... evolve existing supply chain methods and models further. ... apply new methods to different situations.				
4	Teaching and learning methods seminar				
5	Module entry requirements Recommended: At least 42 ECTS in the core and advanced/specialisation categories, with a minimum average mark of 2,0.				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Schwerpunktbereich Supply Chain Management Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation				
9	Module manager				

	Area Supply Chain Management
10	Miscellaneous

Specialisation Module Research in Marketing (Research Track)					
Module code 1266SMRM00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Research in Marketing		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content <ul style="list-style-type: none"> • Current issues in marketing research, with a focus on theory development and empirical research. • Critical assessment of central research papers. • Guidance to independent research. 				
3	Learning objectives Students... ...evaluate and discuss research articles to understand theories and methodological approaches in marketing and consumer behavior. ...develop research ideas, with a focus on various topics in contemporary marketing research. ...conduct their own research projects. ...write papers on their own.				
4	Teaching and learning methods seminar				
5	Module entry requirements It is recommended that students have accumulated at least 42 ECTS credits in the core and advanced section and/or the specialisation section with a minimum average mark of 2,0.				
6	Mode of end-of-module examination Combined examination: PRES, PR				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management:				

	Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation
9	Module manager Area Marketing
10	Miscellaneous

Core Module Advanced Mathematics					
Module code 1314BMAMa0	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Mathematics for Economists		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> - Overview of elementary mathematical concepts - Metric and standardized spaces - Linear algebra - Differential calculus and applications - Convex sets and concave functions - Optimisation 				
3	Learning objectives Students... ... apply mathematical argumentation and proof techniques correctly. ...formulate economic problems occurring in research mathematically and solve them.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management				

	Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)
9	Module manager Univ.-Prof. Dr. Martin Barbie
10	Miscellaneous

Core Module Advanced Experimental Methods					
Module code 1289BMAEMO	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Experimental Methods		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Experimental Methods in economic sciences - Experimental design - Practical execution of experiments - Evaluation of data from economic experiments				
3	Learning objectives Students... ... understand different methods and know application areas of experimental economic research. ... apply the methods, evaluate them, and interpret experimental data. ... use the technical language in a manner appropriate to the addressee.				
4	Teaching and learning methods lecture practice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management				

	<p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Economic Research: Specialization Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Andreas Schabert</p>
10	<p>Miscellaneous Literatur Experimental Methods: Friedman and Sunder, Experimental Methods: A Primer for Economists, Cambridge University Press (1994)</p>

Core Module Advanced Computational Methods					
Module code 1289BMACMO	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Computational Methods		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Programming numerical algorithms - Numerical approximation - Numerical solution of zeroing and optimization problems - Application to canonical economic problems - Parametrization, solution and simulation of structural economic models				
3	Learning objectives Students... ...apply numerical methods and programs for the solution and simulation of quantitative structural economic models. ... interpret results of the application of numerical models. ...use the technical language in a way that is appropriate for the target group.				
4	Teaching and learning methods lecture practice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management:				

	<p>Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Economic Research: Specialization Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Andreas Schabert</p>
10	<p>Miscellaneous</p>

Core Module Advanced Microeconomics I					
Module code 1289BMAMi1	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Microeconomics I		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Theory of household and demand - Theory of the enterprise and the supply - Market equilibrium				
3	Learning objectives Students... ... understand modern microeconomic concepts. ... are proficient in the most important techniques of microeconomic analysis, such as the analysis of individual decision-making behaviour. ... use mathematical models to investigate price formation in markets. ... modify these models to recognize their limitations and to analyze the effects of political interventions.				
4	Teaching and learning methods lecture practice				
5	Module entry requirements Recommended: Good basic knowledge of microeconomics and mathematics.				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Specialization Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing				

	<p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p>
9	<p>Module manager Univ.-Prof. Dr. Johannes Münster</p>
10	<p>Miscellaneous</p>

Core Module Advanced Microeconomics II					
Module code 1289BMAMi2	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Advanced Microeconomics II		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> - Static games with complete information: Nash Equilibrium, Mixed Strategies - Dynamic games with complete information: subgame perfect Nash Equilibrium, one-shot deviation principle, bargaining, forward induction - Static games with incomplete information: Bayesian Nash Equilibrium, auctions - Dynamic games with incomplete information: Perfect Bayesian Nash Equilibrium and refinements, signaling games - Mechanism design and social preferences aggregation - Current developments in game theory and mechanism design 				
3	Learning objectives Students... ...acquire and deepen methodological knowledge in the field of modern game theory and mechanism design. ...discuss the latest developments in game theory.				
4	Teaching and learning methods lecture practice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Specialization Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development				

	<p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p>
9	<p>Module manager Univ.-Prof. Dr. Christoph Schottmüller</p>
10	<p>Miscellaneous</p>

Core Module Advanced Macroeconomics I					
Module code 1302BMAMa1	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Macroeconomics I		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> - Stylized facts: growth and business cycles - Dynamic optimization in continuous time and in discrete time under uncertainty - Stability and uniqueness of dynamic systems - The canonical neoclassical growth model - Exogenous and endogenous growth - Real business cycles (TFP and fiscal policy shocks) - Numerical solutions, simulation and evaluation of structural models - Calibration and introduction in structural estimation of model parameter 				
3	Learning objectives Students... ... analyze and solve the canonical models of real business cycle and growth theory at an advanced methodological level. ... apply the mathematical and numerical methods necessary to do so. ... tailor and apply these models to answer positive and normative research questions in the areas of growth and business cycle fluctuations. ... discuss the strengths and weaknesses of these models in terms of their assumptions and implications. ... parameterize models using filtered data und assess the goodness of fit. ... develop analytical skills required for research activities and further studies (doctorate). ... gain an understanding of the most important strands of the literature that prepares them for their own research at an advanced level.				
4	Teaching and learning methods lecture practice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research				

	<p>Specialization Section Economic Research</p> <p>Master of Science Business Administration - Finance: Ergänzungsbereich Finance</p> <p>Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management</p> <p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Peter Funk Univ.-Prof. Dr. Johannes Pfeifer</p>
<p>10</p>	<p>Miscellaneous</p> <p>Useful references are: - Acemoglu, Daron (2008). Introduction to modern economic growth. Princeton University Press. - McCandless, George T. (2008). The ABC of RBCs. Harvard University Press. - King, Robert G. and Sergio T. Rebelo (1999). "Resuscitating real business cycles". Handbook of macroeconomics. Ed. by John B. Taylor and Michael Woodford. Vol. 1. Elsevier, 927–1007. - Chow, Gregory C. (1997). Dynamic economics: optimization by the Lagrange method. Oxford: Oxford University Press. - Ljungqvist, Lars and Thomas J. Sargent (2012). Recursive macroeconomic theory. 3rd ed. Cambridge, MA: MIT Press. - Stokey, Nancy, Robert E. Lucas, and Edward C. Prescott (1989). Recursive methods in economic dynamics. Harvard University Press.</p>

Core Module Advanced Macroeconomics II					
Module code 1302BMAMa2	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Advanced Macroeconomics II		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> - Complete markets and representative agents - Incomplete markets and heterogenous agents - Fiscal policy, public debt, and optimal taxation - Transaction frictions and monetary policy - Open economy macroeconomics - New Keynesian macroeconomics - Labor market frictions and Labor market fluctuations 				
3	Learning objectives Students... ...master core macroeconomic concepts for solving positive and normative problems and acquire skill for innovative research. ... deepen their knowledge of short- and medium-run macroeconomic developments and of efficient conduct of policy measures. ... evaluate and discuss the impact of empirically relevant frictions in goods, financial and labor markets. ... recognize possibilities to enhance social welfare in a general equilibrium framework with incomplete markets. ... Identify the optimal implementation of macroeconomic instruments under relevant policy trade-offs. ... question and assess societal developments, in particular, inequality and unemployment, and reflect current policy measures with regard to potential research projects.				
4	Teaching and learning methods lecture practice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Specialization Section Economic Research				

	<p>Master of Science Business Administration - Finance: Ergänzungsbereich Finance</p> <p>Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management</p> <p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p>
<p>9</p>	<p>Module manager Univ.-Prof. Michael Krause, Ph.D. Univ.-Prof. Dr. Andreas Schabert</p>
<p>10</p>	<p>Miscellaneous Useful references are Ljungqvist, Lars and Thomas J. Sargent (2012). Recursive macroeconomic theory. 3rd ed. Cambridge, MA: MIT Press; Gali, J. (2015) Monetary Policy, Inflation, and the Business Cycle An Introduction to the New Keynesian Framework and Its Applications, 2nd ed., Princeton University Press. Schmitt-Grohe, S., and Uribe M. (2017). Open Economy Macroeconomics, Princeton University Press</p>

Core Module Advanced Econometrics I					
Module code 1314BMAEc1	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Econometrics: Theory		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> - The classic linear model - Tests in the classical linear model - Specification of econometric models - Generalized linear model - panel data regression - Time series econometric methods - Instrument Variables / GMM - Asymptotic Inference 				
3	Learning objectives Students... ...have basic knowledge of econometric methods, which enable them to understand scientific contributions in the field of empirical economic research and to assess the properties of quantitative methods. ...model economic relationships econometrically and choose between alternative model specifications. ...estimate parameters with suitable methods and carry out hypothesis tests.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Specialization Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems:				

	<p>Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p>
9	<p>Module manager Univ.-Prof. Dr. Jörg Breitung</p>
10	<p>Miscellaneous This course presents econometric tools for the analysis of cross-sectional data, time series and panel data at doctoral level.</p>

Core Module Advanced Econometrics II					
Module code 1314BMAEc2	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Advanced Econometrics: Applications		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Evaluation of causal effects - Fixed effects and difference-in-difference estimator - Regression discontinuity designs - Robust standard errors and clustering - Structural estimates with experimental data				
3	Learning objectives Students... ... implement estimation methods and test procedures. ... discuss situation estimation and testing procedures. ... apply appropriate econometric models and the corresponding inference methods. ... carry out empirical studies in modern macro- and microeconometrics. ... report on their approach and their results.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: TP				
7	Prerequisites for awarding of credit points Passing the written test				
8	Other programmes that use the module Economic Research: Core and Advanced Section Economic Research Specialization Section Economic Research Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing:				

	<p>Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p>
9	<p>Module manager Univ.-Prof. Dr. Jörg Breitung</p>
10	<p>Miscellaneous This course presents econometric tools for the analysis of cross-sectional data, time series and panel data at doctoral level.</p>

Specialisation Module Research in Information Systems (Research Track)					
Module code 1277SMRI00	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Research in Information Systems		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content Current research issues in IS research Selected theories in IS research Selected methods in IS research				
3	Learning objectives Students... ... are familiar with current issues in Information Systems. ... discuss and critically assess the findings of earlier studies. ... develop suitable approaches for their own research questions. ... are proficient in methods with which to advance their work on their own research questions. ... write their own first scientific articles. ... engage in academic discourse.				
4	Teaching and learning methods seminar				
5	Module entry requirements None				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Information Systems: Schwerpunktbereich Information Systems Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Media and Technology Management:				

	Ergänzungsbereich Media and Technology Management
9	Module manager Managing Director, Cologne Institute for Information Systems
10	Miscellaneous Students may be required to read and prepare scientific articles by producing short presentations or summaries or by completing exercises. Students will be advised of compulsory reading on a term-by-term basis. Seminar can be held as blocked courses. Required readings are announced at the beginning of the semester. Seminar can be held by faculty members on a rotating basis or by an adjunct or guest professor.

Specialisation Module Operative and Strategic Controlling					
Module code 1016SOSCo0	Workload 360h	ECTS credits 12	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Operative Controlling (1. Term) b) Strategic Controlling (2. Term)		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	<p>Module content</p> <p>Operative controlling:</p> <ul style="list-style-type: none"> • Fundamentals of controlling • Theory, strategies and methods to support controlling activities • Controlling instruments <p>Strategic controlling:</p> <ul style="list-style-type: none"> • Introduction to strategic controlling • Conventional cost management instruments • More recent cost management instruments • Benchmarking 				
3	<p>Learning objectives</p> <p>Students...</p> <ul style="list-style-type: none"> ... identify the main controlling strategies. ... learn about different types of interdependency and assess analytical and heuristic methods with which to coordinate said interdependencies. ... deepen their knowledge of different “conventional” cost accounting techniques (including actual and standard costing, full-cost accounting and variable costing). ... learn methods for conducting cost variance analyses. ... understand the Peinreich-Lücke theorem and the relationship between investment appraisal and cost accounting. ... use linear programming for production planning and dynamic programming for measuring inter-temporal interdependencies. ... examine the benefit of additional information under uncertainty using the concept of “information value”. ... analyse the principal-agency theory and use controlling instruments to help solve any incentive problems that arise. ... learn the main controlling strategies for solving coordination problems. ... compare the pros and cons of proactive cost management and early cost budgeting. ... examine the more recent instruments of cost management (including lifecycle, target and activity-based costing). ... discuss the basics of benchmarking. ... conduct case studies using the skills they have acquired. 				
4	<p>Teaching and learning methods</p> <p>practice lecture</p>				

5	<p>Module entry requirements Recommended: Basic knowledge of internal and external accounting, investment, financing and decision theory.</p>
6	<p>Mode of end-of-module examination Portfolio: PO</p>
7	<p>Prerequisites for awarding of credit points Passing the examination. Both courses must be attended. The module is tested in two written examination elements.</p>
8	<p>Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie</p>
9	<p>Module manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous Required reading will be announced at the beginning of the respective term.</p>

Specialisation module Value-based Controlling					
Module code 1016SVbCo0	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Value-based Controlling		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Basics of value-based controlling (including traditional financial indicators) • Characteristics of capital markets • Effect of capital structure on business value • Shareholder value approach • Discounted cash flow (DCF) method • Value-based indicators • Implementation of a value-based strategy • The Ohlson model 				
3	Learning objectives Students... ... identify the disadvantages of traditional financial indicators. ... assess capital market characteristics and their implications in terms of valuation. ... apply investment calculuses to business valuations. ... distinguish between valuation techniques, especially with regard to the underlying assumptions. ... draw up estimates for forecasting cash flow and profit and determining cost of capital. ... examine published financial statement data and adapt to economic standards. ... determine business value based on multiplier, DCF and EVA methods.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of "Kosten- und Leistungsrechnung", "Bilanz- und Erfolgsrechnung", "Investition und Finanzierung", as well as " Entscheidungstheorie" from the bachelor studies should be present.				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management				

	<p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie</p>
9	<p>Module manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous Required reading will be announced at the beginning of the respective term.</p>

Specialisation Module Selected Issues in Controlling					
Module code 1016SMAC00	Workload 180h	ECTS credits 6	Module Language English	Module availability every term	Duration 1 Term
1	Courses Ausgewählte Fragen des Controlling		Contact hours 60h	Self-Studies 120h	Course Language German
2	Module content Students are advised of the current content each term. The following areas are usually covered: <ul style="list-style-type: none"> • Legal provisions for risk management systems • Establishment and implementation of an early warning system • Establishment of a risk management system • German Corporate Governance Code • Auditing of the risk management system by the internal auditing department • Auditing of the risk management system by the external auditor • Application of the competencies gained to realistic case studies 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... discuss current issues in controlling and develop appropriate solutions. ... analyse selected businesses' controlling problems. ... apply the specialist knowledge they have acquired in a business environment. ... discuss and investigate problems that arise when implementing controlling tools. ... assess the advantages and disadvantages of recent controlling tools. ... learn how to solve realistic cases using the expertise and methodological competence taught on the programme. 				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Coremodule Accounting, Coremodule Finance, as well as Coremodule Decision Theory or similar courses from the bachelor programme				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing:				

	<p>Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Carsten Homburg</p>
10	<p>Miscellaneous</p>

Specilisation Module Selected Issues in Business Taxation I					
Module code 1016SMSB01	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Tax Accounting b) Financial Service and Real Estate Taxation (1. Term) c) Taxation of Family Business		Contact hours a) 30h b) 30h c) 30h	Self-Studies a) 60h b) 60h c) 60h	Course Language a) English b) English c) German
2	Module content Selected Issues in Business Taxation				
3	Learning objectives Students... ... acquire methodological competence in the area of tax law. ... acquire subject expertise to deepen their understanding of tax law. ... learn how to solve new cases using the subject expertise and methodological competence they have acquired.				
4	Teaching and learning methods lecture				
5	Module entry requirements Recommended: Basic knowledge of business taxation				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test. Two courses must be attended; the examination refers to topics of two courses.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation:				

	<p>Specialization Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management</p>
9	<p>Module manager Univ.-Prof. Dr. Michael Overesch</p>
10	<p>Miscellaneous</p>

Specialisation module Finance 7					
Module code 1259SMFi07	Workload 180h	ECTS credits 6	Module Language German	Module availability every second semester - summer term	Duration 1 Term
1	Courses Rechnungslegung von Versicherungsunternehmen nach HGB und IFRS		Contact hours 30h	Self-Studies 60h	Course Language German
2	Module content <ul style="list-style-type: none"> • Accounting systems • Sources of law • HGB, IAS/IFRS accounting methods • Full fair value accounting 				
3	Learning objectives Students... ... analyse insurance companies' annual financial statements based on different accounting rules. ... value claims reserves, claims equalization reserves and actuarial reserves. ... explore the impact of different accounting rules on how balance sheet items are valued. ... implement risk-based auditing strategies for insurance companies.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements no recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Schwerpunktbereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China				

	<p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Heinrich R. Schradin</p>
10	<p>Miscellaneous</p>

Specialisation Module Business Ethics					
Module code 1253SBuEt0	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Business Ethics and Continental Philosophy (1. Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Ethical approaches and how they are applied in business • Reflection on current business ethics debates (e.g. concerning globalisation, sustainability, corporate responsibility, pay systems) • Independent presentation of approaches developed • Discussion of case studies from a normative and practical perspective 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... identify and distinguish between ethically relevant issues based on philosophical approaches. discuss normative arguments and use this as a basis upon which to evaluate case studies from the world of business. ... identify their responsibility as players in companies and other areas of business. ... develop and explain the rationale behind effective strategies for enhancing ethical conduct in companies. ... accumulate a sound knowledge of philosophical perspectives and ethical debates on business conduct. 				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs:				

	<p>Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Basis- und Aufbaubereich International Management Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Schwerpunktbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Bernd Irlenbusch</p>
10	<p>Miscellaneous This course provides students with a sound knowledge of philosophical perspectives and ethical debates on business conduct.</p>

Specialisation Module Strategic Development					
Module code 1253SStDe0	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Mergers and Aquisitions (2nd term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Modelle der Unternehmensentwicklung • Wachstumsstrategien • Fusionen und Akquisitionen (M&A) • Organisationaler Personalabbau (Downsizing) • Disruptive Innovation • Innovationsstrategien 				
3	Learning objectives Students... ... Die Studierenden... ... erkennen verschiedene Perspektiven und Treiber der Unternehmensentwicklung. ... identifizieren und kontrastieren verschiedene Strategieoptionen hinsichtlich Organisationswachstum und -schrumpfung. ... differenzieren Werkzeuge und Maßnahmen zur Unterstützung von Innovationstätigkeit in Unternehmen. ... wenden die angeeigneten Werkzeuge und Konzepte an und entwickeln Lösungen auf Basis von Fallbeispielen aus der Praxis an.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written examination.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Schwerpunktbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing				

	<p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Economic Research: Supplementary Section Economic Research</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p>
9	<p>Module manager Univ.-Prof. Dr. Mark Ebers</p>
10	<p>Miscellaneous</p>

Specialisation Module Strategic Human Resource Management					
Module code 1253SSHRM0	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Strategic Human Resource Management (2. Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Corporate strategy – an economic perspective • Human capital and value creation • Talent management and careers • Performance management • HR development • Corporate culture • Measurement of value contributed and evidence-based HR management 				
3	Learning objectives Students... ... acquire an understanding of the value contributed by HR work and analyse potential drivers. develop standards by which to assess different HR strategies. ... discuss instruments for talent and performance management and develop recommendations for applying them. ... evaluate the interests of different stakeholders based on corporate case studies and can explain the reasons behind them. ... design and evaluate employee surveys. ... analyse HR management indicator systems. ... determine the contribution corporate culture makes to an organisation's performance.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie:				

	<p>BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Schwerpunktbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Dirk Sliwka</p>
10	<p>Miscellaneous The module teaches students how HR management creates economic value and helps implement corporate strategies.</p>

Specialisation Module Strategic Management					
Module code 1253SStMa0	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Strategic Management (1. Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Fundamentals of strategic management • Strategic positioning • Strategy processes • Contexts 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... understand different explanations for strategic positioning. ... analyse the influence of sectors and corporate resources on the choice of strategy. ... can distinguish between different forms of strategy development. ... apply theoretical knowledge to practical case studies and industry contexts. 				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module <ul style="list-style-type: none"> Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Basis- und Aufbaubereich International Management Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: 				

	<p>Schwerpunktbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Matthias Heinz</p>
10	<p>Miscellaneous</p>

Specialisation Module Advanced Business Ethics					
Module code 1253SAdBE0	Workload 360h	ECTS credits 12	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Behavioral Ethics I (1. Term) b) Behavioral Ethics II (2. Term)		Contact hours a) 30h b) 30h	Self-Studies a) 150h b) 150h	Course Language a) English b) English
2	Module content <ul style="list-style-type: none"> • Normative theories from the field of moral philosophy (e.g. consequentialism, deontology and virtue ethics). • Moral behaviour theories from the fields of economics and psychology (e.g. social preferences, biases and heuristics, bounded ethicality). • Empirical evidence concerning human decision-making. • Methods for conducting experimental studies on ethically relevant behaviour. 				
3	Learning objectives Students... ... recognise and distinguish between different ethical dilemmas from the perspective of various disciplines (philosophy, psychology, game theory, behavioural economics). ... discuss normative arguments and use this as a basis upon which to evaluate case studies from the world of business. ... identify their responsibility as players in companies and other areas of business. ... describe, discuss and assess the latest research findings and methods. ... develop small research projects with other students and evaluate and present the results of the projects. ... independently present first scientific articles and debate their implications.				
4	Teaching and learning methods seminar practice lecture				
5	Module entry requirements Recommended: Business Ethics, Microeconomics II: Game Theory, Experimental Methods				
6	Mode of end-of-module examination Written test: WT (60) Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the examinations. Both courses must be attended; the examination components contribute equally to the end-of-module mark.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management				

	<p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Schwerpunktbereich Corporate Development</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Bernd Irlenbusch</p>
10	<p>Miscellaneous The course covers advanced behavioural research subject matter and methods and teaches students how they can be applied to promote ethics.</p>

Specialisation Module Organization Theory and Design					
Module code 1253SotuG0	Workload 360h	ECTS credits 12	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Organization Theory and Design		Contact hours 90h	Self-Studies 270h	Course Language English
2	Module content <ul style="list-style-type: none"> • Criteria for classifying and assessing organisational theories • Efficient design of organisational structure (contingency theory) • Significance of stakeholders, expectations and norms for business success (institutionalism) • Significance of values and symbols for business success (organisation culture) • Influence of social networks on players' opportunities and risks (social network theory) • Efficient contract drafting and definition of organisational boundaries (institutional economic theories) • Current organisational design solutions 				
3	Learning objectives Students... ...explain and contrast organisational theories and evaluate them. ...analyse current forms of organisational design and check their suitability. ...identify different theory-based criteria for business decisions related to organisational design, contract drafting, definition of organisational boundaries. ...apply organisation-theory decision criteria to specific decision situations in businesses. ...analyse and assess empirical studies on theory development and verification. ...distinguish between different influences on and criteria for assessment of organisational efficiency. ...discuss various current forms of organisational design and change.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: at least two courses in Corporate Development (including Strategic Development)				
6	Mode of end-of-module examination Combined examination: WT (60), PRES				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management				

	<p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Schwerpunktbereich Corporate Development</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Mark Ebers</p>
10	<p>Miscellaneous The course teaches students the theories relevant to academic analysis of businesses from an organisational perspective. Students are taught the necessary skills to be able to analyse and understand businesses from various (theoretical) perspectives.</p>

Core Module Microeconomics					
Module code 1289BMMi04	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Game Theory		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Non-cooperative game theory • Games in normal form • Games in extensive form, with perfect and imperfect information • Finitely and infinitely repeated games • Cooperative game theory • Kern, Shapley value, negotiation solutions • Evolutionary game theory • Social choice theory and elections • Condorcet's paradox, Arrow's theorem 				
3	Learning objectives Students... ... acquire basic knowledge of game theory. ... understand where game theory can be applied in political and social science. ... identify the links between game theory and experimental economics.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements none				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika				

	<p>Master of Science Geographie: VWL Master Geographie</p> <p>Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Basis- und Aufbaubereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p> <p>Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p>
9	<p>Module manager Univ.-Prof. Dr. Bettina Rockenbach</p>
10	<p>Miscellaneous</p>

Specialisation Module Economic Engineering					
Module code 1289SMEE00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Economic Engineering		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Evaluation of the roles of theory and laboratory/field experiments in the development of markets and incentive systems - Analysis of relevant behavioural phenomena and institutional details of particular importance for specific designs - Discussion of practical applications of economic engineering in matching markets, auctions and other markets				
3	Learning objectives Students... ... apply their theoretical and empirical skills to real markets. ... identify problems in markets and develop and discuss possible solutions. ... deal with current economic challenges and present own research ideas.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft:				

	<p>Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Axel Ockenfels</p>
10	<p>Miscellaneous</p>

Specialisation Module Auction Theory					
Module code 1289SMAT00	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Auction Theory		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Auctions with "private values": second-price auctions, first-price auctions, reservation prices, revenue equivalence theorem, extensions - Mechanism design: revelation principle, optimal mechanisms, efficient mechanisms - Auctions with "interdependent values": comparisons of auction proceeds , linkage principle				
3	Learning objectives Students... ... acquire a deeper understanding of the economic theory of auction design.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements None				
6	Mode of end-of-module examination Written test: WT (120)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management:				

	<p>Ergänzungsbereich Media and Technology Management Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Prof. Dr. Peter Cramton</p>
10	<p>Miscellaneous</p>

Specialisation Module Contract Theory					
Module code 1289SMVe00	Workload 180h	ECTS credits 6	Module Language German	Module availability every second semester - summer term	Duration 1 Term
1	Courses Vertragstheorie		Contact hours 60h	Self-Studies 120h	Course Language German
2	Module content - Principal/agent models - Mechanism design - Hold-up problem - Incomplete contracts				
3	Learning objectives Students... ... recognise the concepts of information economics. ... describe and model situations with information asymmetries between several parties. ... analyse and discuss causal relationships in contract theory. ... apply methods for solving contract theory problems.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft:				

	<p>Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Patrick W. Schmitz</p>
10	<p>Miscellaneous Compulsory reading will be announced each term.</p>

Specialisation Module Behavioral Economics					
Module code 1289SMBE00	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Behavioral Economics		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content Using the concept of the homo economicus, the module presents behavioural theory concepts that are based on findings from empirical and experimental research. The lectures provide an introduction to bounded rationality theories, focusing on those theories' criticism of the homo economicus concept.				
3	Learning objectives Students... ... understand behavioural models and formal arguments. ... apply advanced microeconomic concepts. ... challenge arguments critically.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Core modules in Microeconomics				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics				

	<p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Dr. Thomas Lauer Univ.-Prof. Dr. Bettina Rockenbach</p>
10	<p>Miscellaneous</p>

Core Module Experimental Methods					
Module code 1289BMEM00	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Experimental Methods		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content The course discusses the methodology of experimental economics, covering questions of experimental design, experimental implementation and evaluation of economic experiments.				
3	Learning objectives Students... ... are introduced to different experimental economic research methods and applications. ... discuss the advantages and disadvantages of specific experiment design elements. ... assess different methods for evaluating data from economic experiments.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft				

	<p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p>
9	<p>Module manager Univ.-Prof. Dr. Bettina Rockenbach</p>
10	<p>Miscellaneous Recommended reading: Friedman and Sunder, Experimental Methods: A Primer for Economists, Cambridge University Press (1994)</p>

Specialisation module Matching and Market Design: Theory and Practice					
Module code 1289SMMD00	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Matching and Market Design: Theory and Practice		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • One-sided matching: House allocation and organ exchange • Two-sided matching: Entry-level labor markets • School choice and random assignment • Matching with contracts: Distributional constraints and internet-ad auctions • Large matching markets • Combinatorial assignment and course allocation 				
3	Learning objectives Students... ... define theoretical models of matching markets. ... use a mixture of theory, experiments, and empirics to analyze existing matching mechanisms and, if necessary, design better ones				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics				

	<p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p>
9	<p>Module manager Univ.-Prof. Dr. Alexander Westkamp</p>
10	<p>Miscellaneous More detailed information is available here: http://www.matching.uni-koeln.de/de/lehre</p>

Specialisation Module Research in Personnel Economics: Incentives and Behaviour (Research Track)					
Module code 1253SMRP00	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses The Economics of Incentives in Organisations (1. Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Principal/agent models • Management pay • Social preferences and reference points • Incentives in teams • Incentives in multitasking • Contests and promotions • Intrinsic motivation 				
3	Learning objectives Students... ... analyse formal economic models concerning the impact of incentives. ... discuss and compare current behavioural economics theories. ... perform economic model forecasts using game theory strategies. ... assess theoretical concepts based on empirical evidence. ... identify key statements in scientific articles and interpret the results independently.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Knowledge of game theory and applied econometrics. It is recommended that students have gained a minimum of 42 ECTS credits in the core and advanced section and/or the specialisation section, with a minimum average mark of 2.0.				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development:				

	<p>Schwerpunktbereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics: Schwerpunktbereich Economics Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p>
9	<p>Module manager Univ.-Prof. Dr. Dirk Sliwka</p>
10	<p>Miscellaneous</p>

Specialisation Module Seminar in Energy, Resource and Environmental Economics					
Module code 1289SMSE00	Workload 180h	ECTS credits 6	Module Language English	Module availability every term	Duration 1 Term
1	Courses Seminar in Energy, Resource and Environmental Economics		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content Varying topics from the areas of: <ul style="list-style-type: none"> • Energy economics • Environmental economics • Resource economics • Climate change economics 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... acquire the skills necessary for independent conceptual work in the fields of energy, environmental, resource or climate change economics. ... independently analyse current issues in research and practice, using the economics knowledge gained on the programme. ... critically examine the subject-specific, scientific and applied literature, summarise their findings in a piece of written work, present the results in a seminar and discuss them with the other seminar participants. 				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management				

9	Module manager Univ.-Prof. Dr. Marc Oliver Bettzüge
10	Miscellaneous

Specialisation Module Energy Markets and Regulation (Master)					
Module code 1289SMER02	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Energy Markets and Regulation		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> - Economic and technical fundamentals of the energy sector - Energy markets - Functioning of the electricity market - Transmission grids - Regulation 				
3	Learning objectives <p>Students...</p> <ul style="list-style-type: none"> ...acquire the skills necessary for work in the media, parties, research institutes, banks and other institutions where a good understanding of energy markets and regulation is useful. ...prepare for more advanced research in these areas. ...use empirical facts and main institutions related to examine the subject matter dealt with and ...assess them critically to determine their relevance. ...study the theoretical, empirical and applied literature on said subject matter. ...discuss and assess the subject matter dealt with, using the economic knowledge they have gained on the programme. 				
4	Teaching and learning methods <ul style="list-style-type: none"> practice lecture 				
5	Module entry requirements <p>No recommendations</p>				
6	Mode of end-of-module examination <p>Written test: WT (90)</p>				
7	Prerequisites for awarding of credit points <p>Passing the written test.</p>				
8	Other programmes that use the module <p>Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management</p> <p>Master of Science Information Systems: Ergänzungsbereich Information Systems</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019)</p>				

	<p>Master of Science Economics: Schwerpunktbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Marc Oliver Bettzüge</p>
10	<p>Miscellaneous</p>

Specialisation Module Topics in Energy Markets and Regulation A					
Module code 1289SMTE01	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Topics in Energy Markets and Regulation A		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Economic and technical fundamentals of the energy sector - Energy markets - Functioning of the electricity market - Transmission grids - Regulation				
3	Learning objectives Students... ... acquire the skills necessary for work in the media, parties, research institutes, banks and other institutions where a good understanding of energy markets and regulation is useful. ... prepare for more advanced research in these areas. use empirical facts and main institutions related to examine the subject matter dealt with and assess them critically to determine their relevance. ... study the theoretical, empirical and applied literature on said subject matter. ... discuss and assess the subject matter dealt with, using the economic knowledge they have gained on the programme.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft:				

	Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Economic Research: Supplementary Section Economic Research
9	Module manager Univ.-Prof. Dr. Marc Oliver Bettzüge
10	Miscellaneous

Specialisation Module Topics in Energy Markets and Regulation B					
Module code 1289SMTE02	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Topics in Energy Markets and Regulation B		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content - Econometric models of energy economics - Energy markets - Regulation				
3	Learning objectives Students... ... qualify themselves for independent conceptual work in the fields of Energy Markets and Regulation. ... assess current scientific and applied issues independently, using the economic knowledge they have gained on the programme. ... study the theoretical, empirical and applied literature on said subject matter. ... summarise their findings in a written paper, present their results and discuss them with the other participants.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Economic Research: Supplementary Section Economic Research				

9	Module manager Univ.-Prof. Dr. Marc Oliver Bettzüge
10	Miscellaneous

Schwerpunktmodul Topics in Energy, Resources, Environment and the Economy A					
Module code 1289SMTE03	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Model UNFCCC – Climate Change Strategy Role Play		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content - Economic and technical fundamentals of the energy sector - Economics of climate change - Resource economics - Environmental economics				
3	Learning objectives Students... ...acquire the skills necessary for work in the media, parties, research institutes, banks and other institutions where a good understanding of energy markets and regulation is useful. ...prepare themselves for more advanced research in these areas. ...use empirical facts and main institutions related to examine the subject matter dealt with and ...assess them critically to determine their relevance. ...study the theoretical, empirical and applied literature on said subject matter. ...discuss and assess the subject matter dealt with, using the economic knowledge they have gained on the programme.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the exam.				
8	Other programmes that use the module International Master of Environmental Sciences: Wiso-Module IMES Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics				

	<p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Marc Oliver Bettzüge</p>
10	<p>Miscellaneous</p>

Specialisation Module Topics in Energy, Resources, Environment and the Economy B					
Module code 1289SMTE04	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Topics in Energy, Resources, Environment, and the Economy B		Contact hours 30h	Self-Studies 150h	Course Language English
2	Module content - Economic and technical fundamentals of the energy sector - Energy markets - Resource economics - Environmental economics				
3	Learning objectives Students... ... qualify for independent conceptual work in the fields of Energy Markets and Regulation ... assess current scientific and applied issues independently, using the economic knowledge they have gained on the programme. ... study the theoretical, empirical and applied literature on said subject matter. ... summarise their findings in a written paper, present their results in a seminar and discuss them with the other participants.				
4	Teaching and learning methods seminar				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module International Master of Environmental Sciences: Wiso-Module IMES Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft				

	Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Economic Research: Supplementary Section Economic Research
9	Module manager PD Dr. Dietmar Lindenberger
10	Miscellaneous

Specialisation module Competition Policy					
Module code 1289SMCP00	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Competition Policy		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Institutional background: competition policy in Germany, the EU and the US • Market power: theory and measurement • Unilateral abuse of market power: horizontal and vertical restraints on competition • Multilateral abuse of market power: cartels and implicit agreements 				
3	Learning objectives Students... ... recognise, based on models of competition theory, how competitive markets work. ... discuss the causes of market power and its effects in terms of welfare economics. ... assess, evaluate and debate cases that illustrate competition policy in practice and use competition theory to analyse them.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika Master of Science Geographie: VWL Master Geographie Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China Master of Science International Management: Basis- und Aufbaubereich International Management				

	<p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Economics: Schwerpunktbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Schwerpunktbereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager N.N.</p>
10	<p>Miscellaneous</p>

Specialisation Module Marketing I					
Module code 1266SMark1	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) New Product Management b) Cases in Digital Marketing		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module content The module covers elements that are conceptual and applied elements, including presentations by students, case studies, discussions and guest speakers from industry. Students are expected to do their own reading in addition to the lectures and exercises.				
3	Learning objectives Students... ... deepen their understanding of fundamental marketing theories, concepts and methods, using specific marketing tools as examples, and gain more advanced skills in assessing marketing activities independently. ... describe theories, concepts and methods for solving decision-making problems in marketing. analyse and assess the advantages of alternative decisions, using specific marketing tools as examples. ... formulate and discuss alternative marketing strategies and activities, using specific marketing tools as examples.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of marketing and multivariate methods				
6	Mode of end-of-module examination Oral examination: PRES				
7	Prerequisites for awarding of credit points Passing the oral examination.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management				

	<p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Franziska Völckner</p>
10	<p>Miscellaneous</p>

Specialisation Module Marketing II					
Module code 1266SMark2	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Retailing (1. Term) b) Practical Applications in Retailing (1. Term)		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module content The module includes conceptual and applied elements, including presentations by the students, case studies, discussions and guest speakers from the world of marketing. Students are required to do their own reading independently in addition to attending lectures and participating in exercises.				
3	Learning objectives Students... ... develop a profound understanding of current marketing strategies and activities in retail value chains (national/international, physical/online, manufacturer/retailer) on the basis of conceptual and empirical input. ... identify, interpret and discuss tools, frameworks and theories with which to understand, analyse and assess companies' retail and distribution functions. ... appreciate the significance of the retail function and the retail sector and identify and evaluate current trends and best practice. ... understand the impact of altered consumer behaviour and of technological advances on how the retail function is managed. ... demonstrate the skills they have learned with regard to how the strategy process is applied in retail.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of marketing and multivariate methods				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China				

	<p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Basis- und Aufbaubereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Werner Reinartz</p>
10	<p>Miscellaneous</p>

Specialisation Module Marketing III					
Module code 1266SMark3	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Services and Media Marketing (2. Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content The module includes conceptual and applied elements, including case studies, discussions and guest speakers from the world of marketing. Students are required to organise their own learning and working processes independently and self responsible in addition to attending lectures and participating in exercises.				
3	Learning objectives Students... ...acquire a wide range of skills (e.g., strategic, quantitative) with which to manage specific products or services. ...identify, interpret and discuss theories, strategies and methods related to the management of various products/services. ...analyse and assess the planning and implementation of the marketing mix based on examples of specific products/services. ...compare the challenges involved in managing specific products/services and identify and evaluate current trends and best practice. ...apply the acquired skills for managing specific products/services (e.g., in case studies).				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of multivariate methods.				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik				

	<p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Gesundheitsökonomie: Ergänzungsbereich Gesundheitsökonomie</p>
9	<p>Module manager Univ.-Prof. Dr. Marc Fischer</p>
10	<p>Miscellaneous</p>

Specialisation Module Marketing IV					
Module code 1266SMark4	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses a) Brand Management (1. Term) b) Sustainability in Marketing and Consumer Behavior (1. Term)		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module content The module includes conceptual and applied elements, including case studies, discussions and guest speakers from the world of marketing. Students are required to do their own reading in-dependently in addition to attending lectures and participating in exercises.				
3	Learning objectives Students... ... deepen their understanding of fundamental theories, concepts and methods in marketing, using specific marketing instruments as examples, and consolidate their ability to critically and independently assess marketing strategies and activities that are based on such theories, concepts and methods. ... describe marketing as the management of assets (e.g. brands) in line with the concept of value-based marketing. ... describe and analyse theories, concepts and methods related to value-based marketing. ... analyse, assess and discuss the advantages of various value-based options that can be taken to manage such assets effectively, using specific marketing instruments as examples.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of marketing and multivariate methods				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie				

	<p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Franziska Völckner</p>
10	<p>Miscellaneous If more than one course is offered, only one course can and needs to be taken.</p>

Specialisation Module Marketing V					
Module code 1266SMark5	Workload 360h	ECTS credits 12	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Marketing Performance Management (1. Term) b) Customer Relationship Management (2. Term)		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) English b) English
2	Module content The module includes conceptual and applied elements, including presentations by the students, case studies, discussions and guest speakers from the world of marketing. Students are required to organise their own learning and working processes independently and self responsible in addition to attending lectures and participating in exercises				
3	Learning objectives Students... ...develop, on the basis of theoretical and empirical input, a profound understanding of current marketing strategies and activities to comprehend, analyse and assess customer relationship management in corporate practice and in theory. ...recognise and discuss the theoretical principles behind marketing performance management. ...assess and compare the impact of marketing activities in order to quantify and evaluate it in financial terms. ...structure and distinguish between the conceptual principles behind customer relationship management and recognise the impact of customer-based marketing activities. ...develop suitable customer management activities for different business contexts. ...assess different approaches to customer assessment and the strategies and activities derived from them.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Basic knowledge of marketing and multivariate methods				
6	Mode of end-of-module examination Written test: WT (120)				
7	Prerequisites for awarding of credit points Passing the written test. Both courses must be attended; the examination refers to topics of both courses.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management				

	<p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Marc Fischer Univ.-Prof. Dr. Werner Reinartz</p>
10	<p>Miscellaneous</p>

Specialisation Module Selected Issues in Marketing I					
Module code 1266SSIMa1	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term - winter term	Duration 1 Term
1	Courses a) Practical Applications in Retailing b) Strategic Marketing c) Transformative Consumer Research - A Course on Social Conflicts		Contact hours a) 60h b) 60h c) 60h	Self-Studies a) 120h b) 120h c) 120h	Course Language a) English c) English
2	Module content Current marketing issues.				
3	Learning objectives Students... ...understand selected issues in marketing. ...analyse and assess current marketing issues. ...develop, discuss, and apply marketing strategies and activities based on case studies/examples. ...derive recommendations for management action from the results.				
4	Teaching and learning methods Research project practice lecture Colloquium				
5	Module entry requirements Recommended: Basic knowledge of marketing and multivariate methods				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination. Only one course must be attended; the examination refers to topics of only one course.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development:				

	<p>Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Marc Fischer Univ.-Prof. Dr. Werner Reinartz Univ.-Prof. Dr. Franziska Völckner</p>
10	<p>Miscellaneous</p>

Specialisation Module Selected Issues in Marketing II					
Module code 1266SSIMa2	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term - winter term	Duration 1 Term
1	Courses a) Consumer Learning in Digital Environments b) Quantitative Applications in Marketing		Contact hours a) 60h b) 30h	Self-Studies a) 120h b) 150h	Course Language a) English b) German and English
2	Module content Current marketing issues.				
3	Learning objectives Students... ...understand and recognize selected current issues in marketing. ...analyse and assess current marketing issues. ...develop, discuss, and apply marketing strategies and activities based on case studies/examples. ...derive recommendations for management action from the results.				
4	Teaching and learning methods Research project practice lecture Colloquium				
5	Module entry requirements Recommended: Basic knowledge of multivariate methods.				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test. Only one course must be attended; the examination refers to topics of only one course.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing:				

	<p>Schwerpunktbereich Marketing</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager</p> <p>Univ.-Prof. Dr. Marc Fischer</p> <p>Univ.-Prof. Dr. Werner Reinartz</p> <p>Univ.-Prof. Dr. Franziska Völckner</p>
10	<p>Miscellaneous</p>

Specialisation Module Selected Issues in Marketing III					
Module code 1266SSIMA3	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term - winter term	Duration 1 Term
1	Courses a) Consumer Psychology and Behavior (1. Term) b) Pricing		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) German and English b) German and English
2	Module content Current marketing issues.				
3	Learning objectives Students... ...acquire a deeper understanding of selected issues in marketing ...analyse and assess current marketing issues. ...develop and discuss marketing strategies and activities based on case studies/examples. ...derive recommendations for management action from the results.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test. Only one of the courses must and can be chosen.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Schwerpunktbereich Marketing Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe				

	<p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Marc Fischer Univ.-Prof. Dr. Werner Reinartz Univ.-Prof. Dr. Franziska Völckner</p>
10	<p>Miscellaneous Only one of the courses must and can be chosen.</p>

Specialisation Module Time Series Analysis					
Module code 1314SMTS00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term - winter term	Duration 1 Term
1	Courses Time Series Analysis		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Seasonality and trend • ARIMA models • Estimation and forecasting of ARIMA processes • Goodness of fit and model selection • Stationary tests • GARCH processes • Dynamic regression models • Cointegration and Granger causality • Co-integrated time series 				
3	Learning objectives Students... ... deepen their knowledge of statistical econometric methods for analysing time series data. ... specify ARIMA processes as well as estimate and interpret ARIMA parameters. ... predict economic time series. ... model time-varying volatility. ... analyse the dynamic relation between multivariate time series with vector autoregressive models, estimate the effects of economic shocks and interpret the results.				
4	Teaching and learning methods project practice lecture				
5	Module entry requirements Core Module Econometrics I				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development:				

	<p>Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Jörg Breitung Univ.-Prof. Dr. Roman Liesenfeld</p>
10	<p>Miscellaneous</p>

Specialisation Module Bayesian Econometrics					
Module code 1314SMBE00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term	Duration 1 Term
1	Courses Bayesian Econometrics		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Basic Principles of Bayesian Econometrics • Bayesian Estimators and Numerical Integration • Importance Sampling and Markov-Chain-Monte-Carlo • Gaussian Linear Regression Model with Conjugate Priors • Gaussian Linear Regression Model with Non-Conjugate Priors • Linear Regression Model with General Error Covariance Matrix • Time Series Models • Models for discrete dependent variables • Students will practice the use of the methods using econometric software to analyse economic data 				
3	Learning objectives Students... ... describe the main Bayesian inference concepts and methods for econometric models. ... implement Bayesian methods to analyse linear regression and time series models. ... implement modern Monte-Carlo integration methods (MCMC and importance sampling) to analyse a posteriori distributions. ... use Bayesian approaches to compare models and to forecast and test parameter restrictions. ... operate Bayesian analyses independently.				
4	Teaching and learning methods project practice lecture				
5	Module entry requirements Recommended: Core module Econometrics I and/or specialisation module Advanced Statistics (Stochastics Processes) or Advanced Statistics (Statistical Inference)				
6	Mode of end-of-module examination Oral examination: OE (30)				
7	Prerequisites for awarding of credit points Passing the oral examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems:				

	<p>Ergänzungsbereich Information Systems</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Schwerpunktbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager</p> <p>Univ.-Prof. Dr. Roman Liesenfeld</p>
10	<p>Miscellaneous</p> <p>Reading list: • Bauwens, L., Lubrano, M., Richard, J.F. (1999), Bayesian Inference in Dynamic Econometric Models, Oxford University Press, New York. • Geweke, J. (2005), Contemporary Bayesian Econometrics and Statistics, John Wiley & Sons, Hoboken. • Koop, G. (2003), Bayesian Econometrics, John Wiley & Sons, Chichester. • Koop, G., Poirier, D.J., Tobias, J.L. (2007), Bayesian Econometric Methods, Cambridge University Press, Cambridge. • Lancaster, T. (2004), An Introduction to Modern Bayesian Econometrics, Blackwell Publishing, Malden. • Robert, C.P., and G. Casella (2004), Monte Carlo Statistical Methods, Springer-Verlag.</p>

Specialisation Module Statistical Analysis of Financial Data					
Module code 1314SMSF00	Workload 180h	ECTS credits 6	Module Language English	Module availability every fourth term- summer term	Duration 1 Term
1	Courses Statistical Analysis of Financial Data		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Financial market time series and their properties • Linear time series models • Empirical analysis of the efficiency of securities markets and the predictability of returns on securities • Empirical analysis of the capital asset pricing model • Empirical analysis of intertemporal asset pricing models • Volatility models • Market microstructure and high-frequency data • The students apply the methods they have learned in computer-aided exercises using econometric software to analyse financial market data 				
3	Learning objectives Students... ... describe the stylised facts relating to financial market data. ... use financial market econometrics models. ... conduct empirical analysis and studies of financial market time series independently. ... understand and critically assess current academic contributions to empirical financial market research. ... apply statistical econometric methods with which to forecast and model univariate and multivariate financial market time series.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Core Module Econometrics and/or Specialisation Module Advanced Statistics I and II.				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems				

	<p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Schwerpunktbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Roman Liesenfeld</p>
10	<p>Miscellaneous Reading list: - Campbell, J.Y., Lo, A.W. and A.C.MacKinlay (1997), The Econometrics of Financial Markets, Princeton University Press, Princeton. - Gouriéroux, C. and J. Jasiak (2001), Financial Econometrics, Princeton University Press, Princeton. - Schmid, F. and M. Trede (2005), Finanzmarktstatistik, Springer, Berlin. - Taylor, S. (1986), Modelling Financial Time Series, John Wiley & Sons, Chichester. - Taylor, S. (2005), Asset Price Dynamics, Volatility, and Prediction, Princeton University Press, Princeton. - Tsay, R. (2010), Analysis of Financial Time Series, 3rd. ed., John Wiley & Sons, New York.</p>

Specialisation module Advanced Statistics (Stochastic Processes)					
Module code 1314SMAS03	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Advanced Statistics II (Stochastic Processes)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • ANOVA • Interval estimation • Bootstrap • Non-parametric tests (Independence tests, rank tests) • Stochastic processes (Martingale, Markov strings) 				
3	Learning objectives Students... ... deepen their knowledge of probability theory and stochastic modelling. ... calculate and interpret probabilities and tests. ... model economic phenomena with the aid of random variables and stochastic processes.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Solid basic knowledge of probability theory gained in bachelor degree, Core Module in Mathematics (BSc in Economics/Business Administration) and core and advanced modules in Statistics (BSc in Economics/Business Administration).				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19:				

	<p>Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Dominik Wied</p>
10	<p>Miscellaneous</p>

Specialisation Module Advanced Statistics (Statistical Inference)					
Module code 1314SMAS01	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Advanced Statistics (Statistical Inference)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Sampling • Theory of point and interval estimation and estimation methods • Theory of hypothesis testing and test procedures • Estimation and testing for stochastic processes 				
3	Learning objectives Students... <ul style="list-style-type: none"> ... deepen their knowledge of parameter estimation and testing of statistical hypotheses. ... outline the fundamentals of statistical data collection methods. ... conduct point and interval estimation and hypothesis testing. ... perform special parametric and non-parametric estimations and tests. ... perform statistical inference analysis of stochastic models. 				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Solid basic knowledge of probability theory gained in bachelor degree, Core Module in Mathematics (BSc in Economics/Business Administration) and core and advanced modules in Statistics (BSc in Economics/Business Administration).				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19:				

	<p>Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Univ.-Prof. Dr. Dominik Wied</p>
10	<p>Miscellaneous</p>

Specialisation Module Topics in Statistics A					
Module code 1314SMTS01	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses Topics in Statistics A		Contact hours 60h	Self-Studies 120h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Latest statistical and econometric methods • Applications in business administration, management studies and economics and social sciences 				
3	Learning objectives Students... ... deepen their knowledge of special statistical and econometric methods and how they are applied in empirical economic research.				
4	Teaching and learning methods project practice lecture				
5	Module entry requirements Recommended: Core Module Econometrics I				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management				

	Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research
9	Module manager Univ.-Prof. Dr. Jörg Breitung
10	Miscellaneous

Specialisation Module Topics in Statistics B					
Module code 1314SMTS02	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses Topics in Statistics B		Contact hours 60h	Self-Studies 120h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Latest statistical and econometric methods • Applications in business administration, management studies and economics and social sciences 				
3	Learning objectives Students... ... deepen their knowledge of special statistical and econometric methods and how they are applied in empirical economic research.				
4	Teaching and learning methods project practice lecture				
5	Module entry requirements Recommended: Core Module Econometrics I				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management				

	Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research
9	Module manager Univ.-Prof. Dr. Roman Liesenfeld
10	Miscellaneous

Specialisation Module Topics in Econometrics C					
Module code 1314SMTE03	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every fourth term	Duration 1 Term
1	Courses Topics in Econometrics C		Contact hours 60h	Self-Studies 120h	Course Language German and English
2	Module content <ul style="list-style-type: none"> • Latest statistical and econometric methods • Applications in business administration, management studies and economics and social sciences 				
3	Learning objectives Students... ... deepen their knowledge of special econometric and statistical methods and how they are applied in empirical economic research.				
4	Teaching and learning methods project practice lecture				
5	Module entry requirements Recommended: Core Module Econometrics I				
6	Mode of end-of-module examination Written test: WT (90)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management				

	Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation Economic Research: Supplementary Section Economic Research
9	Module manager Univ.-Prof. Dr. Dominik Wied
10	Miscellaneous

Specialisation Module Seminar Statistics and Econometrics					
Module code 1314SMSS00	Workload 180h	ECTS credits 6	Module Language German and English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Seminar in Statistics and Econometrics		Contact hours 30h	Self-Studies 150h	Course Language German and English
2	Module content The seminar covers topics from areas such as: <ul style="list-style-type: none"> • Time series analysis • Microeconometrics • Macroeconometrics • Panel econometrics • Financial market econometrics and statistics • Bayesian econometrics and statistics • Non-parametric methods • Analysis of stochastic processes • Statistical inference 				
3	Learning objectives Students... ... analyse specialist literature on the subject. ... critically assess contemporary statistical and econometric methods. ... apply contemporary statistical and econometric methods independently in practice to analyse real data. ... write and present a paper in accordance with academic standards.				
4	Teaching and learning methods seminar				
5	Module entry requirements Recommended: Core module Econometrics I and/or specialisation module Advanced Statistics (Stochastics Processes) or Advanced Statistics (Statistical Inference)				
6	Mode of end-of-module examination Combined examination: PRES, TP				
7	Prerequisites for awarding of credit points Passing the combined examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19:				

	<p>Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Schwerpunktbereich Economics Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Jörg Breitung Univ.-Prof. Dr. Roman Liesenfeld Univ.-Prof. Dr. Dominik Wied</p>
10	<p>Miscellaneous</p>

Specialisation Module Multivariate Statistics					
Module code 1314SMMS00	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Multivariate Statistics		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Analysis of Variance • Eigenvalues • Principal Component Analysis • Factor Analysis • Canonical Correlation Analysis • Discriminant Analysis • Cluster Analysis • Multidimensional Scaling • Correspondence Analysis 				
3	Learning objectives Students... ...deepen their knowledge of various multivariate techniques. ...apply multivariate techniques in empirical economic research. ...understand and critically assess current contributions to research in multivariate statistics.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: Core module Econometrics I and/or specialisation module Advanced Statistics (Stochastics Processes) or Advanced Statistics (Statistical Inference)				
6	Mode of end-of-module examination Oral examination: OE (30)				
7	Prerequisites for awarding of credit points Passing the oral examination.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019)				

	<p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Schwerpunktbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Economic Research: Supplementary Section Economic Research</p>
9	<p>Module manager Dr. Bastian Gribisch Univ.-Prof. Dr. Roman Liesenfeld</p>
10	<p>Miscellaneous</p>

Core Module Econometrics I					
Module code 1314BMEc01	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Core Econometrics I		Contact hours 45h	Self-Studies 135h	Course Language English
2	Module content <ul style="list-style-type: none"> • Linear regression model and OLS method • Generalised linear regression model with heteroskedastic/autocorrelated errors and (F)GLS method • Endogeneity and instrumental variables • Maximum likelihood method 				
3	Learning objectives Students... ... acquire basic knowledge of econometric methods, understand scientific contributions in the field of empirical economic research and conduct empirical studies on economic issues independently. ... create econometric models and choose between alternative model specifications. ... can estimate parameters of linear and generalised regression models, models for discrete and limited dependent variables and time series models, using suitable inference methods, and conduct hypothesis tests. ... generate forecasts for economic variables.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements none				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika				

	<p>Master of Science Geographie: VWL Master Geographie</p> <p>Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China</p> <p>Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Basis- und Aufbaubereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p> <p>Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p>
9	<p>Module manager Univ.-Prof. Dr. Roman Liesenfeld</p>
10	<p>Miscellaneous</p>

Core Module Econometrics II					
Module code 1314BMEc02	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Core Econometrics II		Contact hours 45h	Self-Studies 135h	Course Language English
2	Module content <ul style="list-style-type: none"> • Generalised moment method • Models for discrete and limited dependent variables • Univariate and multivariate time series models • Panel models 				
3	Learning objectives Students... ... acquire basic knowledge of econometric methods, understand scientific contributions in the field of empirical economic research and conduct empirical studies on economic issues independently. ... create econometric models and choose between alternative model specifications. ... can estimate parameters of linear and generalised regression models, models for discrete and limited dependent variables and time series models, using suitable inference methods, and conduct hypothesis tests. ... generate forecasts for economic variables.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements none				
6	Mode of end-of-module examination Written test: WT (60)				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Basis- und Aufbaubereich Finance Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Basis- und Aufbaubereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Regionalstudien Lateinamerika - Volkswirtschaftslehre: VWL MA Reg Lateinamerika Master of Science Geographie:				

	<p>VWL Master Geographie Regionalstudien China - Volkswirtschaftslehre: VWL MA Reg China Master of Science Business Administration - Corporate Development: Basis- und Aufbaubereich Corporate Development Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Schwerpunktbereich Economics (ab Wintersemester 2018/2019) Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Basis- und Aufbaubereich Marketing Ergänzungsbereich Marketing Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft Master of Science Mathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: VWL MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Basis- und Aufbaubereich Media and Technology Management Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Core and Advanced Section Accounting and Taxation Ergänzungsbereich Accounting and Taxation Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research Regionalstudien Ost- und Mitteleuropa - Volkswirtschaftslehre: VWL MA Reg Osteuropa</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Roman Liesenfeld</p>
<p>10</p>	<p>Miscellaneous</p>

Specialisation Module Supply Chain Innovation					
Module code 1271SMSChI	Workload 180h	ECTS credits 6	Module Language English	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses Supply Chain Innovation (2. Term)		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • Innovation strategy in supply chains • Innovation management in supply chains • Supply Chain Innovation Processes: Idea generation, idea selection, idea implementation • Collaborative supply chain innovation • Applications of supply chain innovation strategy • Current technological changes and effective supply chain strategies 				
3	Learning objectives Students... ...analyse supply chain innovations, and understand their implications. Discuss and present implications in groups, to the class, and in written reports. ...understand the need for innovations for competing supply chains. Critically reflect on peer analyses of supply chain innovations. ...conceptualise supply chain innovation strategies. ...engage in a scientific discourse on the emergence and management of disruptive innovations. ...detect and craft approaches as well as responses to disruptive innovations individually and in group work. Present approaches to classmates. ...analyse innovation systems to nurture the creative potential operations' and supply chains' ...assess the value of supply chain innovation projects ...conceptualize processes for the implementation of innovations ...understand and independently reflect on challenges of current technological changes in supply chains				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: At least 12 CP in the section Foundation Knowledge (Specialisation Section SCM)				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				

<p>8</p>	<p>Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Schwerpunktbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science International Management: Ergänzungsbereich International Management Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing Master of Science Economics: Ergänzungsbereich Economics Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
<p>9</p>	<p>Module manager Univ.-Prof. Dr. Fabian Sting</p>
<p>10</p>	<p>Miscellaneous</p>

Specialization Module Project Management					
Module code 1271SMPPrjM	Workload 180h	ECTS credits 6	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Project Management		Contact hours 60h	Self-Studies 120h	Course Language English
2	Module content <ul style="list-style-type: none"> • project definition and scoping • project risk analysis and risk management • resource allocation and budgeting • project scheduling • project monitoring • project portfolio management • managing human behavior in projects 				
3	Learning objectives Students... ...understand the strategic relevance of project management across industries. ...understand, recognise, and discuss the importance of project complexity, project uncertainty and human behavior in managing projects. ...engage in group and class discourses to evaluate how different project planning and execution approaches are contingent on project environments ...reflect on their own developed project management skills by applying these in project groups and case studies. Critically reflect on own and peer developed project management solutions. ...apply modern methods of project planning and project execution such as agile or help-based project management systems ...apply real options thinking to determine the value of uncertain projects. ...recommend project approaches to cope with uncertainty, complexity, and human behavior while accounting for the multidimensional goals of project stakeholders				
4	Teaching and learning methods practice lecture				
5	Module entry requirements Recommended: at least 12 ECTS credits from the group Foundation Knowledge				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Schwerpunktbereich Supply Chain Management				

	<p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Basis- und Aufbaubereich International Management Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Fabian Sting</p>
10	<p>Miscellaneous</p>

Specialisation module Supply Chain Operations					
Module code 1271SMSC03	Workload 360h	ECTS credits 12	Module Language English	Module availability every second semester - summer term	Duration 1 Term
1	Courses Operations Management		Contact hours 120h	Self-Studies 240h	Course Language English
2	Module content <ul style="list-style-type: none"> • Inventory Management • Contract Design • Capacity and Revenue Management • Data Processing in Supply Chains • Behavioral Operations 				
3	Learning objectives Students... ... devise strategies for controlling companies' operations. ... apply mathematical methods to determine companies' optimum inventory levels. ... apply these methods in order to optimise contracts between companies. ... are introduced to revenue management methods and use them to analyse various supply chain management issues. ... use their knowledge in case studies devise and discuss their solutions with the rest of the team and compare them with alternative solutions. ... identify behaviour-based aspects in supply chain management. ... use the findings to enhance existing models.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements None				
6	Mode of end-of-module examination Portfolio: PO				
7	Prerequisites for awarding of credit points Passing the written test.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Schwerpunktbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Science Geographie: BWL Master Geographie Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China				

	<p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science International Management: Ergänzungsbereich International Management</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Ulrich W. Thonemann</p>
10	<p>Miscellaneous</p>

Specialisation module Production Management					
Module code 1271SPrMa0	Workload 360h	ECTS credits 12	Module Language German	Module availability every 2nd term - winter term	Duration 1 Term
1	Courses a) Supply Chain Management und Produktion II (2. Term) b) Supply Chain Management und Produktion I (1. Term)		Contact hours a) 60h b) 60h	Self-Studies a) 120h b) 120h	Course Language a) German b) German
2	Module content <ul style="list-style-type: none"> • Site planning • Production infrastructure design • Flow production system design (under deterministic and stochastic conditions) • Central Production design (flexible manufacturing systems) • Forecasting methods (including time series analysis) • Aggregated planning • Master production planning • Resource planning for workshop production • Resource planning in central productions • Quality control • Maintenance planning 				
3	Learning objectives Students... ... acquire knowledge about the problems that occur in production and supply chain management and methods for solving them. ... learn about the relationships between the relevant decision variables and are able to develop and implement proposals for practical solutions to specific decision problems, based on solid theoretical foundations.				
4	Teaching and learning methods practice lecture				
5	Module entry requirements no recommendations				
6	Mode of end-of-module examination Written test: WT (120)				
7	Prerequisites for awarding of credit points Passing the written test. Both courses must be attended; the examination refers to topics of both courses.				
8	Other programmes that use the module Master of Science Business Administration - Supply Chain Management: Schwerpunktbereich Supply Chain Management Master of Science Information Systems:				

	<p>Ergänzungsbereich Information Systems</p> <p>Master of Science Geographie: BWL Master Geographie</p> <p>Regionalstudien China - Betriebswirtschaftslehre: BWL MA Reg China</p> <p>Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik</p> <p>Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development</p> <p>Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019)</p> <p>Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing</p> <p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Science Mathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Wirtschaftsmathematik: WiWi MA Mathe/Wirtschaftsmathe</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p>
9	<p>Module manager Univ.-Prof. Dr. Horst Tempelmeier</p>
10	<p>Miscellaneous Guided and structured self-study in groups.</p>

Studies Abroad I (Master)					
Module code 1014SAEr01	Workload 360h	ECTS credits 12	Module Language	Module availability every term	Duration 1 Term
1	Courses		Contact hours	Self-Studies	Course Language
2	Module content Depends on chosen course				
3	Learning objectives Students... ... describe approaches to business administration, economics and social sciences from an international perspective. ... explain international issues in the areas of business administration, economics and social science. ... discuss and compare different theories and approaches in business administration, economics and social science. ... develop new intellectual perspectives with regard to their own education. ... recognize the dynamic, global dimensions of their professional future.				
4	Teaching and learning methods depending on course choice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination TR - depending on course selection				
7	Prerequisites for awarding of credit points Depends on chosen course				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Economics ab WS 18/19: Ergänzungsbereich Economics (ab Wintersemester 2018/2019) Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing				

	<p>Master of Science Economics: Ergänzungsbereich Economics</p> <p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p>
9	Module manager
10	<p>Miscellaneous</p> <p>Language: can be held in English or in any language offered at the host university. This module can be studied at a higher education institution in another country. There is a standardised crediting procedure for such cases. Information about course crediting (deadlines and procedures) can be obtained from the Credit Transfer Centre (WiSo Credit Transfer Centre: https://www.anrechnungwiso.uni-koeln.de/) This module can also be taken as part of a summer school organised by the WiSo Faculty. In this case, students must register for the examination in accordance with the rules of the WiSo Faculty prior to embarking on the module.</p>

Studies Abroad II (Master)					
Module code 1014SAEr02	Workload 360h	ECTS credits 12	Module Language	Module availability every term	Duration 1 Term
1	Courses		Contact hours	Self-Studies	Course Language
2	Module content Depends on chosen course				
3	Learning objectives Students... ... describe approaches to business administration, economics and social sciences from an international perspective. ... explain international issues in the areas of business administration, economics and social science. ... discuss and compare different theories and approaches in business administration, economics and social science. ... develop new intellectual perspectives with regard to their own education. ... are better equipped to deal with the dynamic, global dimensions of their professional future in an effective manner.				
4	Teaching and learning methods depending on course choice				
5	Module entry requirements No recommendations				
6	Mode of end-of-module examination TR - depending on course selection				
7	Prerequisites for awarding of credit points Depends on chosen course.				
8	Other programmes that use the module Master of Science Business Administration - Finance: Ergänzungsbereich Finance Master of Science Business Administration - Supply Chain Management: Ergänzungsbereich Supply Chain Management Master of Science Information Systems: Ergänzungsbereich Information Systems Master of Education Wirtschaftspädagogik/Lehramt an Berufskollegs: Ergänzungsbereich Wirtschaftspädagogik Master of Science Business Administration - Corporate Development: Ergänzungsbereich Corporate Development Master of Science Business Administration - Marketing: Ergänzungsbereich Marketing				

	<p>Master of Arts Politikwissenschaft: Ergänzungsbereich Politikwissenschaft</p> <p>Master of Science Business Administration - Media and Technology Management: Ergänzungsbereich Media and Technology Management</p> <p>Master of Science Business Administration - Accounting and Taxation: Ergänzungsbereich Accounting and Taxation</p> <p>Master of Science Sociology and Social Research: Ergänzungsbereich Sociology and Social Research</p>
9	Module manager
10	<p>Miscellaneous</p> <p>Language: Can be offered in English or in any language possible at the host university. This module can be studied at a higher education institution in another country. There is a standardised crediting procedure for such cases. Information about course crediting (deadlines and procedures) can be obtained from the Credit Transfer Centre (WiSo Credit Transfer Centre: https://www.anrechnungwiso.uni-koeln.de/) This module can also be taken as part of a summer school organised by the WiSo Faculty. In this case, students must register for the examination in accordance with the rules of the WiSo Faculty prior to embarking on the module.</p>

3.6.4 Master's thesis

Master's thesis in Business Administration					
Module code 1015MaBA00	Workload 900h	ECTS credits 30	Module Language German and English	Module availability every term	Duration 1 Term
1	Courses		Contact hours	Self-Studies	Course Language
2	<p>Module content</p> <p>The topic of the master's thesis on the Business Administration programme must come from the specialisation section or from the subject group taken by the candidate in the supplementary section. If the topic relates to the supplementary section, the candidate must already have accumulated 18 ECTS credits in said supplementary section.</p>				
3	<p>Learning objectives</p> <p>Students...</p> <ul style="list-style-type: none"> ...are familiar with current debate on international management theory and methods and make use of it through their own independent research work. ...identify questions and issues that meet academic requirements. ...work on these questions independently, using the main primary and secondary literature. ...formulate theoretical and methodical (qualitative and/or quantitative) approaches to academic research. ...draw up a research plan and implement it independently. ...organise and design an academic research process. ...independently collect relevant data and evaluate them in a methodically competent manner. ...discuss theoretical and methodical problems in depth with teaching staff, other students and persons with an interest in the field. ...critically assess research findings and derive conclusions from them that are relevant to re-search and society. 				
4	<p>Teaching and learning methods</p> <p>Masterthesis</p>				
5	<p>Module entry requirements</p> <p>60 ECTS credits obtained</p>				
6	<p>Mode of end-of-module examination</p> <p>Written test 6 months</p>				
7	<p>Prerequisites for awarding of credit points</p> <p>Passing the written test.</p>				
8	<p>Other programmes that use the module</p> <p>Master of Science Business Administration - Finance: Masterarbeit</p> <p>Master of Science Business Administration - Supply Chain Management:</p>				

	<p>Masterarbeit Master of Science Business Administration - Corporate Development: Masterarbeit Master of Science Business Administration - Marketing: Masterarbeit Master of Science Business Administration - Media and Technology Management: Masterarbeit Master of Science Business Administration - Accounting and Taxation: Masterarbeit</p>
9	<p>Module manager AD Dr. Johannes Antweiler</p>
10	<p>Miscellaneous The master's thesis may be written in German or English.</p>